



Montana Alcoholic Beverage Control Division

LIQUOR ENTERPRISE FUND REPORT OF OPERATIONS

Fiscal Year 2024



ALCOHOLIC
BEVERAGE
CONTROL
DIVISION
MONTANA

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MESSAGES FROM THE ABCD LEADERSHIP

"Fiscal year 2024 was a very big one for Montana's Alcoholic Beverage Control Division. The 2023 regular session of the Montana Legislature saw a record number of alcohol bills passed. Much of this was from the division tackling the Governor's Red Tape Relief Initiative. With the volume of legislation also came updates to our system, forms, fact sheets, letters and rules among other things. We continue to do more and more with no additional staff, so we have learned to be very efficient with our resources. We automated our annual renewal process as much as possible, which also makes things smoother for our licensees. Our warehouse staff continues to fill cases at record levels as we once again had over 1 million cases shipped out. We are well into our warehouse expansion project that will add roughly 30,000 square feet of storage to our existing 100,000 square foot warehouse and will double our capacity with an automated storage and retrieval system (ASRS). In addition to the expansion and ASRS, we are upgrading our warehouse management software to gain additional efficiencies. Our Outreach and Education Unit continues to find creative ways to not only educate licensees, but the general public as well. This year we awarded five \$2000 scholarships to Montana high school seniors who came up with campaigns to help educate the public on why alcohol responsibility matters in their communities. I am truly humbled and honored to work with the talented and dedicated public servants of the Alcoholic Beverage Control Division and I look forward to what fiscal year 2025 has in store for us and those we serve. Cheers."



- Becky Schlauch, Administrator



"Two things really stand out that occurred during fiscal year 2024. First, was implementing the 46 alcohol-related bills that passed during the 2023 Montana Legislative Session. A tremendous amount of work was needed to update forms, publications, administrative rules, and other related documents and correspondences. Second, was breaking ground on the roughly 30,000 square foot addition to the liquor warehouse. Prepping the construction site, pouring footings, and erecting the steel structure has consumed the first six months of the project."

- Steve Swanson, Division Operating Officer

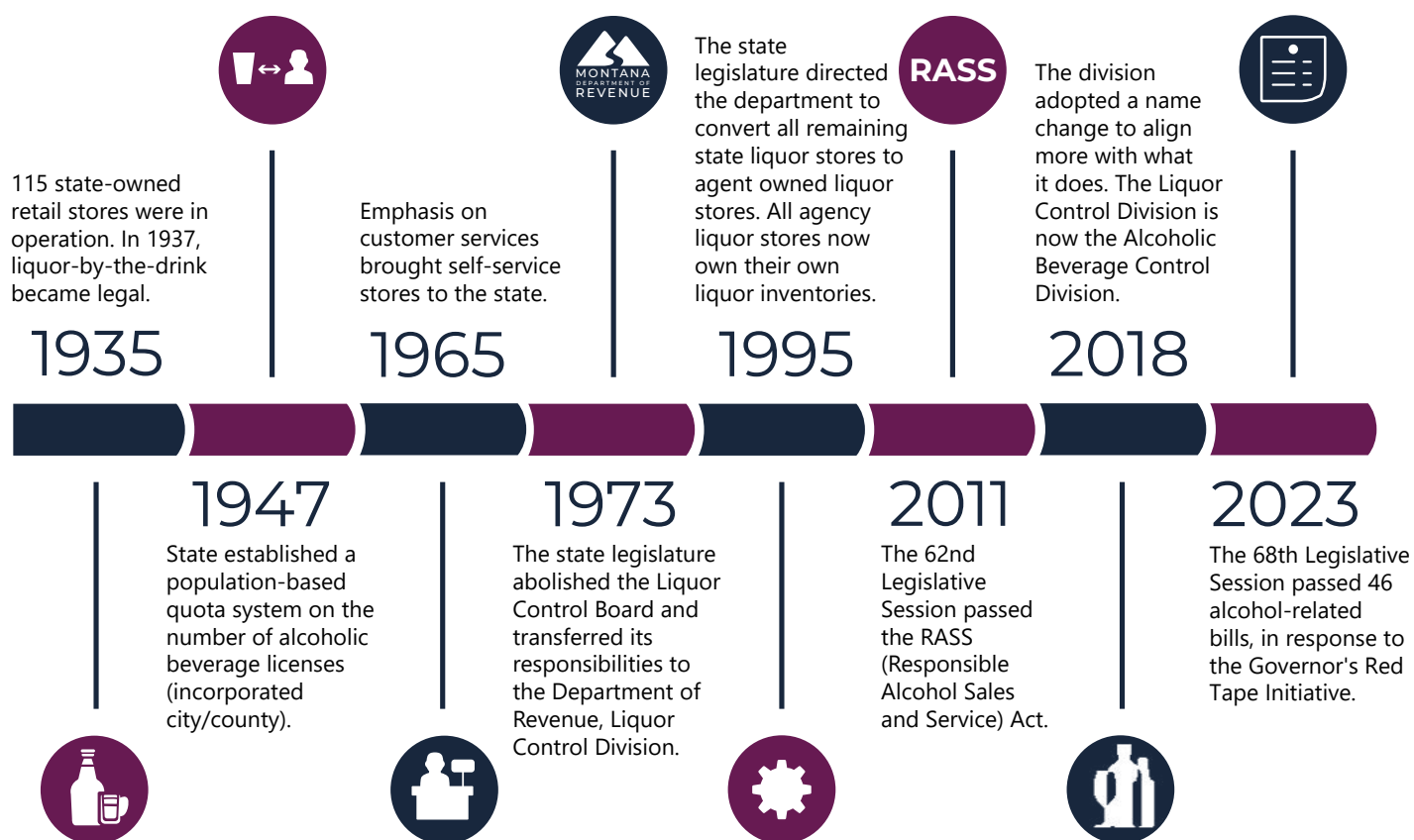
MONTANA HISTORY OF ALCOHOL BEVERAGE CONTROL

When Prohibition was repealed in 1933, U.S. citizens became responsible for determining how to regulate alcoholic beverages. They decided, by jurisdiction, how they could best balance individual freedom with the social risk and public costs of alcoholic beverage consumption.

The result was all U.S. states now have some type of governmental control over the sales and distribution of alcoholic beverages.

Now 90 years later, those jurisdictions that chose to operate under the control system, continue to do so today, except for the state of Washington.

The control system has withstood the test of time because it is fundamentally sound. It is flexible enough to adapt and evolve to meet the changing demands of consumers.



HOW THE MONTANA CONTROL MODEL WORKS

By participating in the marketplace, control jurisdictions are able to:

- serve their citizens with a broader and more flexible range of policy options.
- promote moderation in the consumption of alcoholic beverages and reduce alcohol abuse.
- operate solely on the revenue derived from the alcoholic beverage sales in its jurisdiction.

No property, state, or other local taxes are used to support the alcohol control distribution system operations.

Montana is proud to be a control distribution jurisdiction.

Montana's Alcoholic Beverage Control Division continues to evolve, optimizing the benefits of being a control jurisdiction, while improving wholesale and customer service to its consumers.

OUR MISSION

"To provide effective and efficient administration of the Montana Alcoholic Beverage Code with an emphasis in customer service and public safety by applying uniform and fair regulations while ensuring an orderly system for the convenient distribution and responsible consumption of alcoholic beverages."

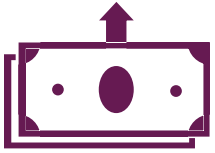
The Alcoholic Beverage Licensing and Compliance team

works to protect the welfare and safety of the public by regulating alcoholic beverage licensing laws in a uniform and fair manner.

The Liquor Distribution team efficiently maintains a regulated channel of distribution, with an emphasis on customer service. The team strives to fulfill the public demand for distilled spirits and fortified wine through agency liquor stores.

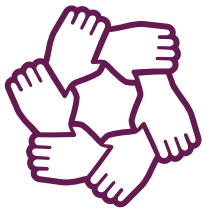


BENEFITS OF THE CONTROL MODEL



A MAJOR SOURCE OF REVENUE

Alcoholic beverage sales provide a source of revenue to the State of Montana (\$76.2 million in taxes, profits, and revenue in FY2024, down from \$76.6 million in FY23). The state uses this revenue to help fund state-government operations and to support several government programs. Control jurisdictions, on average, generate more revenue per capita on the products controlled than do license states.



SUPPORT OF ALCOHOL PROGRAMS

The Department of Revenue distributes revenues from alcohol taxes (liquor, beer, wine, and hard cider) to the Department of Public Health and Human Services for the treatment, rehabilitation, and prevention of alcoholism and chemical dependency (See breakout of where the money goes on *page 14*).



PROMOTE MODERATION

Control systems promote moderation in consumption. Annual statistical data clearly shows per capita consumption of distilled spirits is lower in control states than in open states.



IMPROVE OVERALL SAFETY

- The control state system continues to provide a regulatory environment that is better able to deter the ever-present risks and costs of alcohol abuse to the individual and the community.
- At one level, the uniform enforcement of applicable laws is far more effective in a control state where there are ordinarily fewer sales outlets, and more importantly, where the economic incentive to violate those laws is greatly reduced.
- At another level, the control system itself serves both as a visible symbol of the public commitment to moderation and as a vehicle for the promotion of alcohol education and awareness programs to support that commitment.

OUR FUNCTION

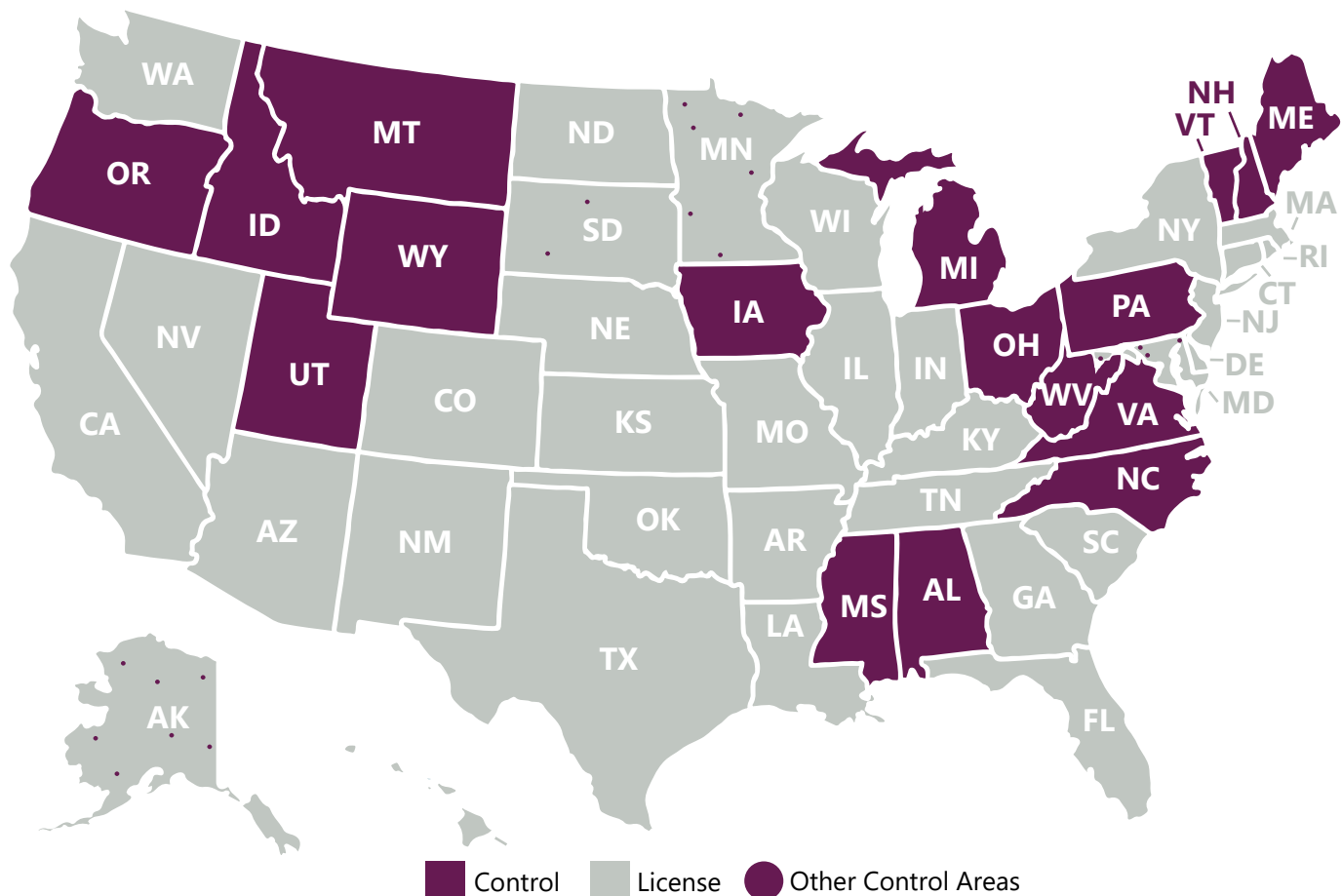
Montana, along with sixteen other states and some counties, is known as a control jurisdiction. These jurisdictions control the sale of distilled spirits and, in some cases, beer and wine, through government agencies at the wholesale and/or retail level.

As a control state, Montana believes moderation can be best achieved by controlling the consumption of alcohol, rather than by promoting or encouraging it. The purpose of control is to make distilled spirits available to those adults who choose to drink responsibly, but not to promote the sale of distilled spirits.

Residents in Montana are in good company; 25 percent of the U.S. Population operates under the control distribution system, where policies that support moderate and responsible consumption replace economic incentives. This means the proceeds from the sale of beverage alcohol go directly to the residents rather than to private sellers.

The control jurisdictions represent 25 percent of the nation's population and account for roughly 23 percent of its sales of distilled spirits.

STATES WITH CONTROL DISTRIBUTION SYSTEMS



ALCOHOLIC BEVERAGE TAX

ALCOHOL TAX RATES

The pricing on distilled spirits and fortified wines includes both an excise tax and a license tax. The appropriate tax rate is determined by the total number of proof gallons the company manufactured, distilled, rectified, bottled, or processed and sold nationwide in the preceding calendar year. These are the tax rate schedules:

LIQUOR

Table 1

Annual Production Level	Tax Rate
Liquor Excise Tax	
20,000 or less Proof Gallons	3.0%
20,001 - 50,000 Proof Gallons	8.0%
50,001 - 200,000 Proof Gallons	13.8%
Over 200,000 Proof Gallons	16.0%
Liquor License Tax	
50,000 or less Proof Gallons	2.0%
50,001 - 200,000 Proof Gallons	8.6%
Over 200,000 Proof Gallons	10.0%

BEER

Table 2

Annual Production Level*	Tax Rate
Up to 5,000 Barrels	\$1.30 per Barrel
5,001 - 10,000 Barrels	\$2.30 per Barrel
Over 10,000 Barrels	\$4.30 per Barrel

Based upon barrels of beer produced annually (barrel = 31 gallons)

WINE/HARD CIDER

Table 3

Annual Production Level	Tax Rate
Wine	27¢ per liter
Hard Cider	3.7¢ per liter



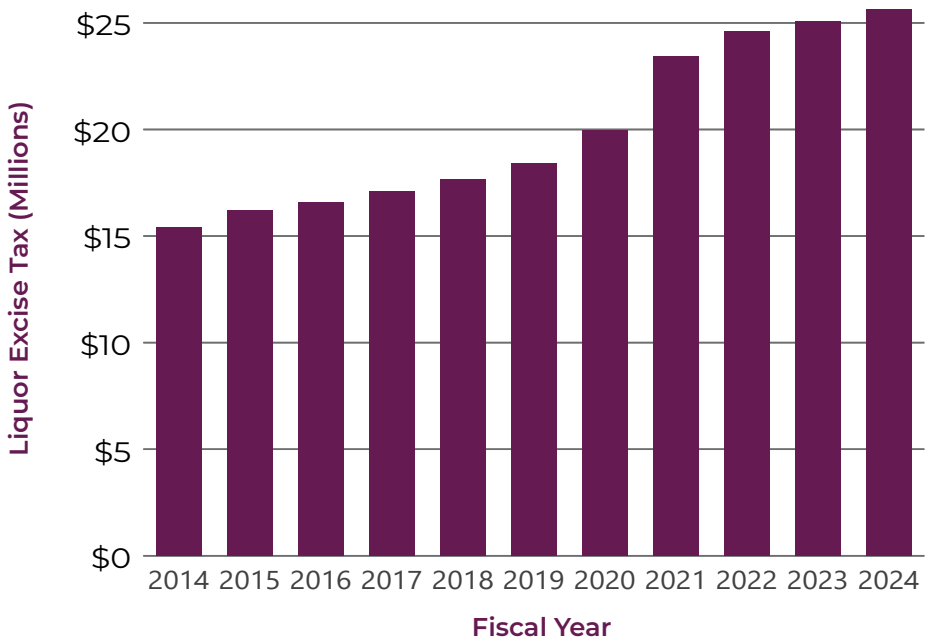
ALCOHOLIC BEVERAGE TAX

ALCOHOL TAX REVENUE

LIQUOR EXCISE TAX

Table 4

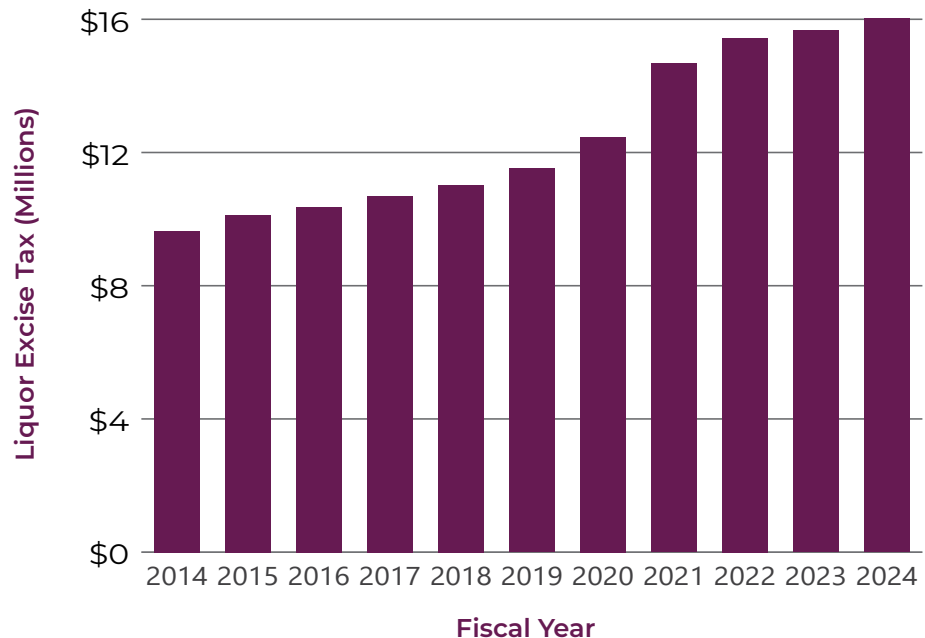
Fiscal Year	Total Revenue
FY 2014	\$15,430,324
FY 2015	\$16,190,200
FY 2016	\$16,571,301
FY 2017	\$17,105,836
FY 2018	\$17,646,138
FY 2019	\$18,416,642
FY 2020	\$19,947,830
FY 2021	\$23,437,422
FY 2022	\$24,598,539
FY 2023	\$25,080,874
FY 2024	\$25,653,524



LIQUOR LICENSE TAX

Table 5

Fiscal Year	Total Revenue
FY 2014	\$9,642,234
FY 2015	\$10,119,984
FY 2016	\$10,359,702
FY 2017	\$10,691,248
FY 2018	\$11,027,618
FY 2019	\$11,512,859
FY 2020	\$12,462,977
FY 2021	\$14,673,456
FY 2022	\$15,440,998
FY 2023	\$15,663,747
FY 2024	\$16,031,558



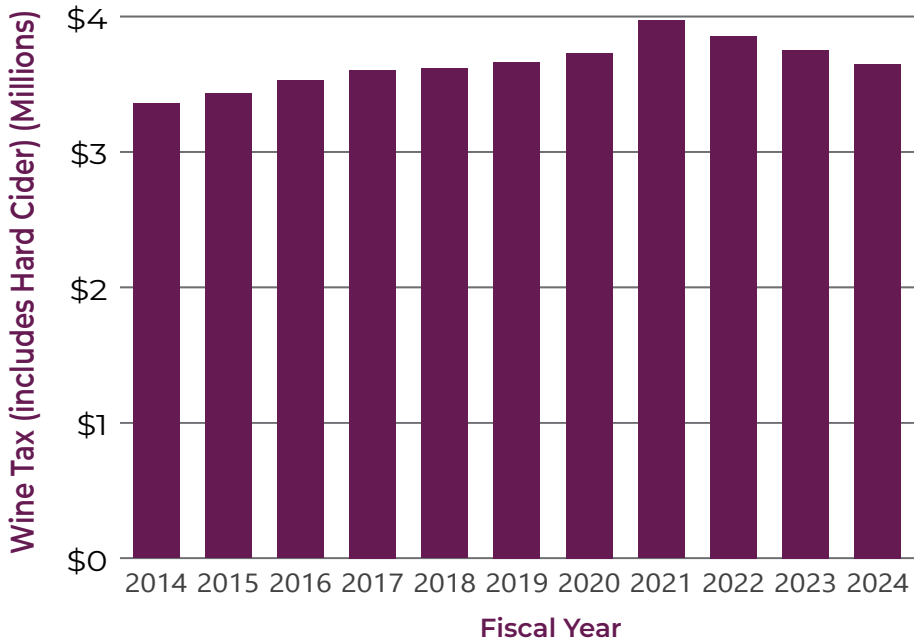
ALCOHOLIC BEVERAGE TAX

ALCOHOL TAX REVENUE

WINE TAX (INCLUDES HARD CIDER)

Table 6

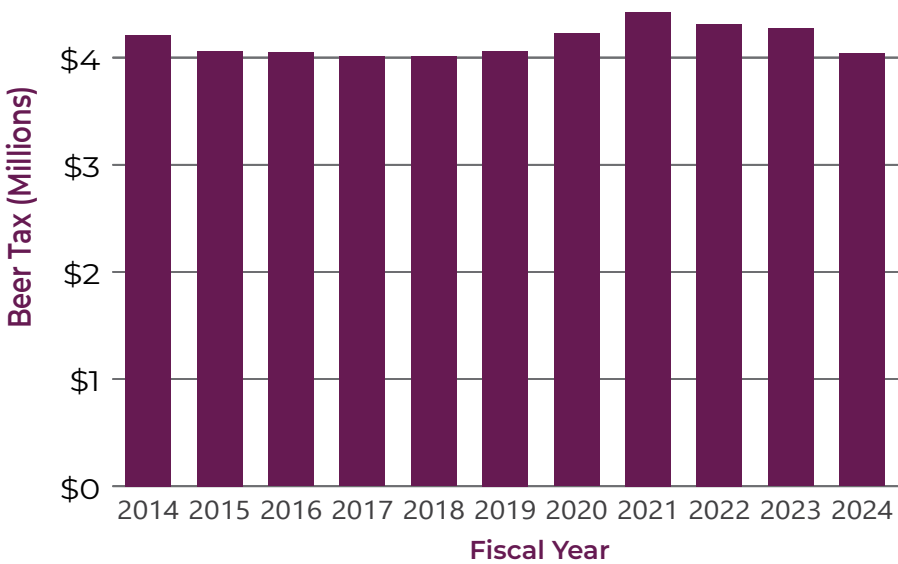
Fiscal Year	Total Revenue
FY 2014	\$3,358,802
FY 2015	\$3,430,555
FY 2016	\$3,527,293
FY 2017	\$3,606,701
FY 2018	\$3,615,502
FY 2019	\$3,662,607
FY 2020	\$3,731,198
FY 2021	\$3,971,701
FY 2022	\$3,854,563
FY 2023	\$3,753,394
FY 2024	\$3,649,568



BEER TAX

Table 7

Fiscal Year	Total Revenue
FY 2014	\$4,209,093
FY 2015	\$4,062,636
FY 2016	\$4,048,840
FY 2017	\$4,012,581
FY 2018	\$4,010,619
FY 2019	\$4,061,710
FY 2020	\$4,224,437
FY 2021	\$4,424,097
FY 2022	\$4,314,981
FY 2023	\$4,272,107
FY 2024	\$4,038,513



FINANCIAL HIGHLIGHTS

In fiscal year 2024 the Alcoholic Beverage Control Division collected \$227.2 million for the sale of distilled spirits, alcoholic taxes and licensing functions. Approximately \$73.5 million of this goes to two different funds, the State General Fund and the Special Revenue Fund. The Department of Public Health and Human Services uses special revenue funds to treat, rehabilitate, and prevent alcohol and chemical dependency.

\$60.9 Million

Distributed to the General Fund*

**The general fund is the primary state fund for ongoing expenses.*

\$12.6 Million

Distributed to Special Revenue Fund

"The sale of liquor in the state of Montana generates a substantial amount of revenue from taxes and markup. The majority of this revenue is transferred to the state's general fund, and a portion is specifically designated to help support special revenue funds."

- Steve Swanson, Operations Analyst

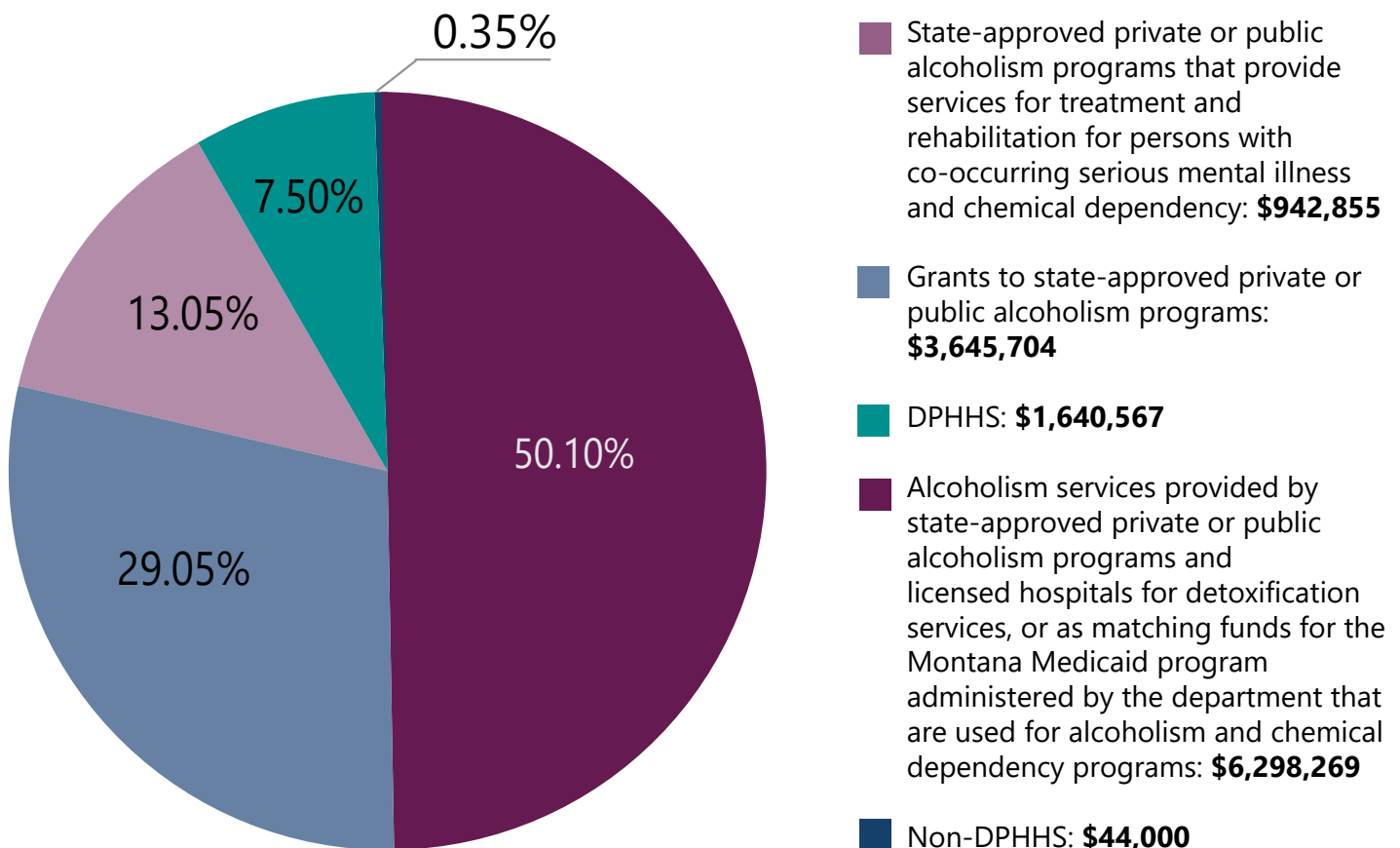


FINANCIAL HIGHLIGHTS

ALCOHOL TAX REVENUES TO THE DEPARTMENT OF HEALTH AND HUMAN SERVICES

The general fund is the primary state fund from which ongoing expenses of state government are paid (16-1-404, MCA). In FY24, \$12.6 million was distributed to the Department of Health and Human Services for the treatment, rehabilitation, and prevention of alcoholism and chemical dependency.

DISTRIBUTION OF FUNDS

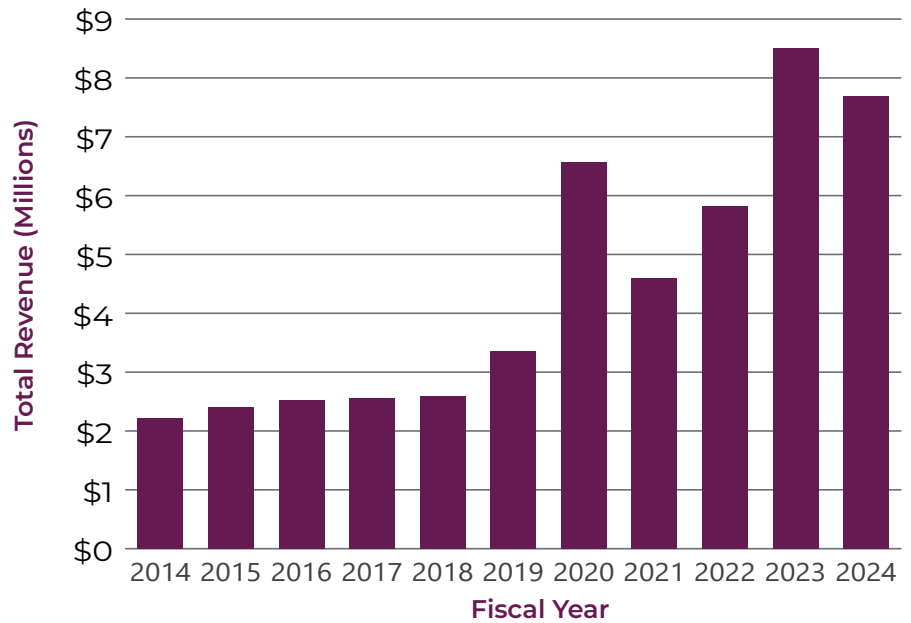


FINANCIAL HIGHLIGHTS

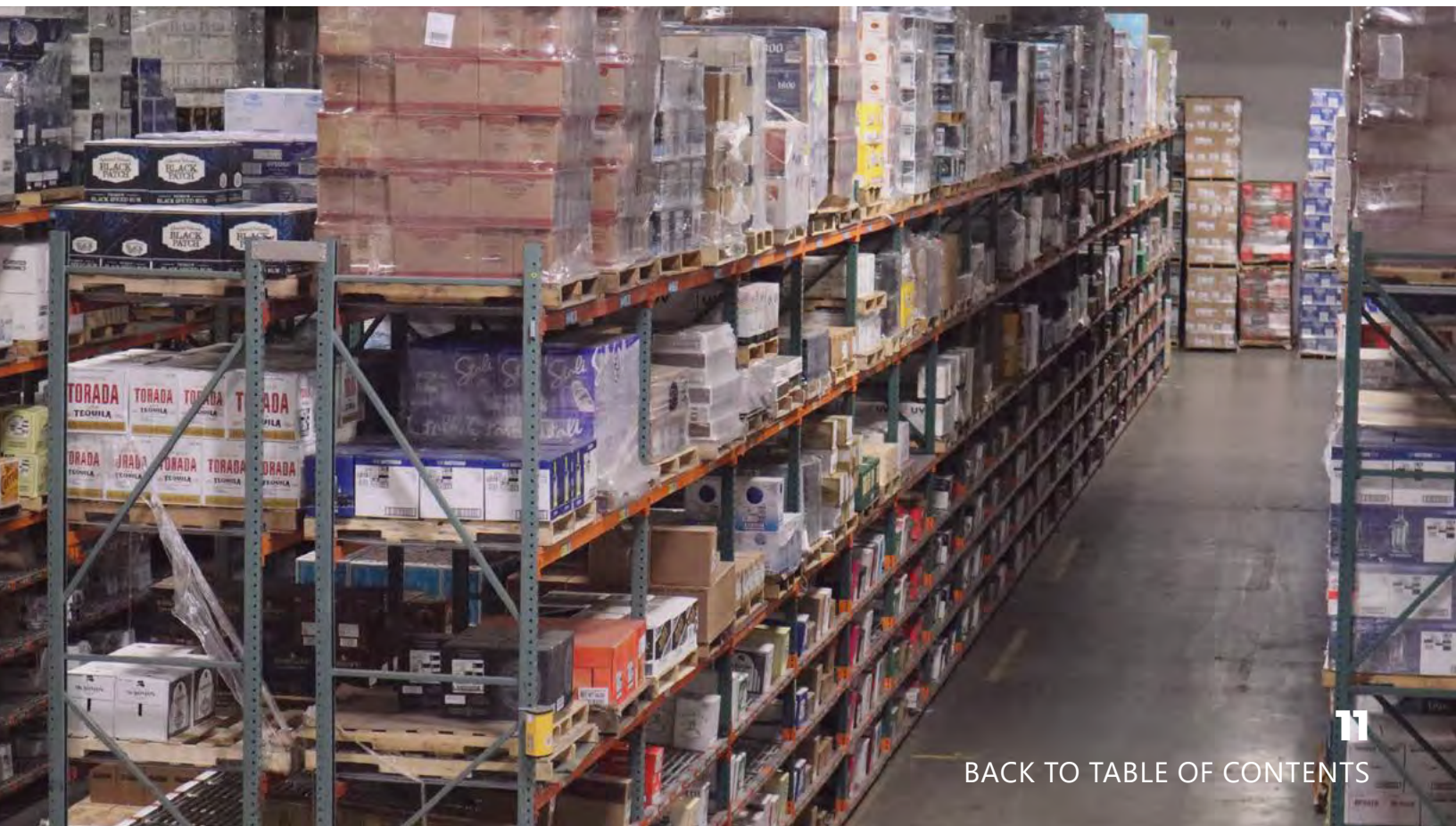
LICENSE, RENEWAL, AND VIOLATION REVENUE

Table 8

Fiscal Year	Total Revenue
FY 2014	\$2,215,175
FY 2015	\$2,405,900
FY 2016	\$2,522,064
FY 2017	\$2,552,275
FY 2018	\$2,591,119
FY 2019*	\$3,362,884
FY 2020*	\$6,574,816
FY 2021*	\$4,593,785
FY 2022*	\$5,818,660
FY 2023*	\$8,514,184
FY 2024*	\$7,694,610



* FYs 2019 - 2024 amounts include Competitive Bid License Revenues.



FINANCIAL HIGHLIGHTS

LIQUOR SALES AND TRANSFERS

The Liquor Distribution Bureau sold, 1.1 million cases of liquor to agency liquor stores, distributed \$50.2 million to the state general fund, and \$10.5 million to the state special revenue fund in FY2024.

Table 9

	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020
Gross Liquor Sales	\$211,700,000	\$207,600,000	\$203,700,000	\$193,400,000	\$163,800,000
Agent Commissions	\$27,500,000	\$27,000,000	\$26,500,000	\$25,200,000	\$21,400,000
Distribution Operational Expenses	\$2,850,000	\$2,700,000	\$3,500,000	\$2,400,000	\$2,000,000
Liquor Net Profits	\$19,200,000	\$19,268,000	\$19,400,000	\$16,900,000	\$14,000,000
Liquor Taxes Transferred	\$41,700,000	40,700,000	40,040,000	\$38,100,000	\$32,400,000

TYPES OF REVENUE

LIQUOR WHOLESALE OPERATION REVENUE

TAXES

The sale price of each product includes taxes. Tax is collected when the product is sold from the warehouse and the agency liquor store pays the ABCD. The tax is then transferred to either the general fund or the special revenue funds.

PROFITS

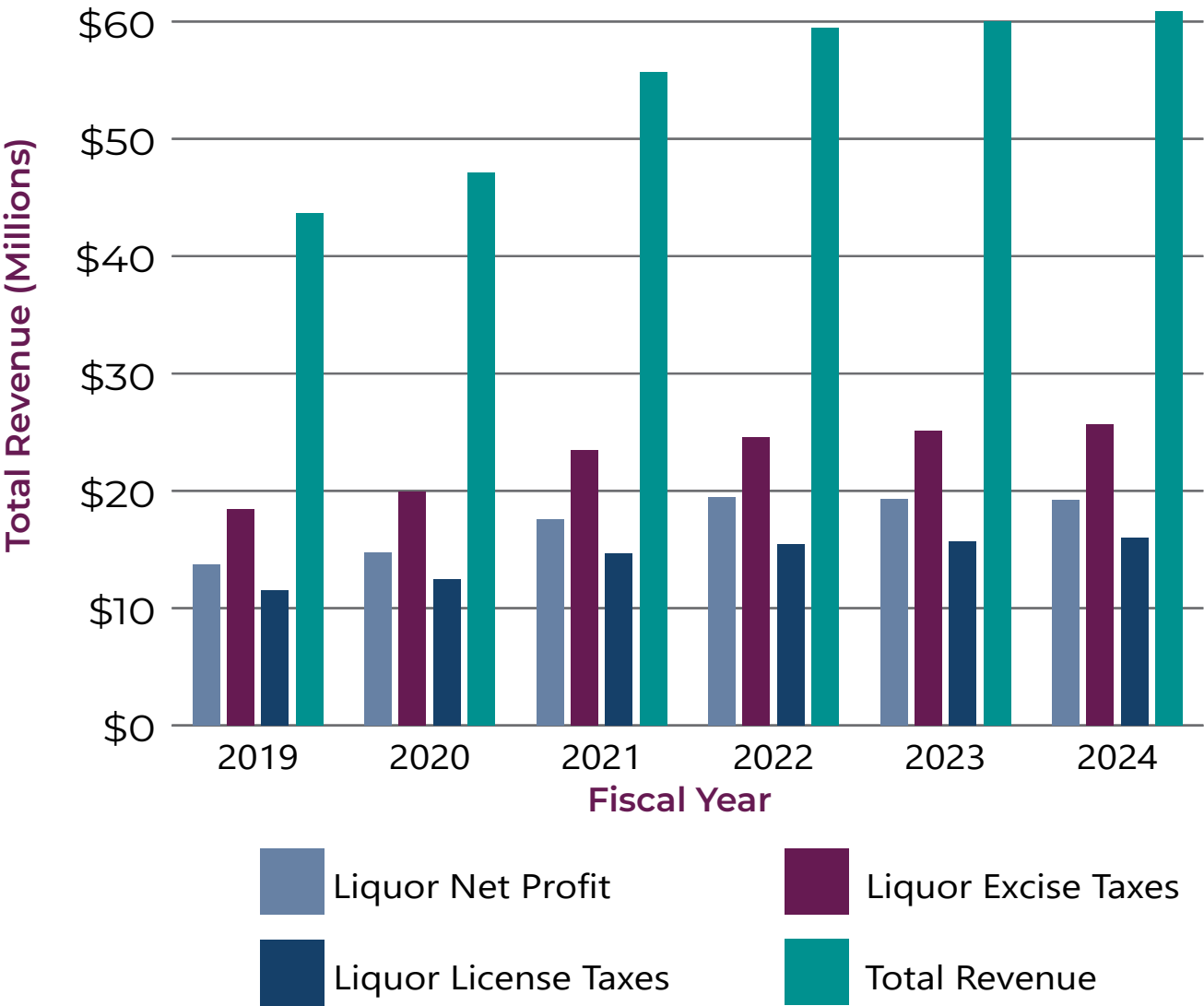
The standard mark-up applied to most liquor products is 40.5 percent; however, the 2011 Legislature session allowed for a reduced mark-up of 20 percent on liquor products manufactured, distilled, rectified, bottled, or processed by a distillery that produces 25,000 proof gallons or less of liquor nationwide annually.

FINANCIAL HIGHLIGHTS

6 YEAR HISTORY OF LIQUOR TAXES AND PROFIT

Table 10

Fiscal Year	Liquor Net Profit	Liquor Excise Taxes	Liquor License Taxes	Total Revenue
FY 2019	\$13,733,050	\$18,416,642	\$11,512,859	\$43,662,551
FY 2020	\$14,700,048	\$19,947,830	\$12,462,977	\$47,110,855
FY 2021	\$17,553,251	\$23,473,422	\$14,673,456	\$55,700,129
FY 2022	\$19,421,130	\$24,598,539	\$15,440,998	\$59,460,687
FY 2023	\$19,267,705	\$25,080,874	\$15,663,747	\$60,012,326
FY 2024	\$19,203,122	\$ 25,653,524	\$ 16,031,558	\$60,888,204



FINANCIAL HIGHLIGHTS

REVENUES AND DISBURSEMENTS

Table 11

Revenues	FY 2024	FY 2023
Gross Liquor Sale Revenues	211,736,902	207,608,326
Licensing Fee Revenues	7,695,530	8,514,184
Other Revenues	57,726	50,250
Beer/Wine/Hard Cider/Common Carrier Tax Revenues	7,700,962	8,037,062
Total Revenues Collected	227,191,120	224,209,822

Table 12

Where the Money Goes	FY 2024	FY 2023
Commissions Granted to Liquor Store Agents	27,472,317	26,956,607
Paid to Suppliers for procurement of Distilled Spirits	120,607,967	117,997,933
ABCD Operating Expenses	3,981,809	3,825,808
Liquor License Appropriation to DOJ	1,495,685	1,406,989
Total Costs for ABCD Operations	153,557,778	150,187,337

Liquor Excise Tax to General Fund	25,653,524	25,080,874
Liquor License Tax to General Fund	5,530,888	5,403,993
Liquor License Tax to Special Revenue Fund	10,500,670	10,259,754
Net Income from Liquor Distribution to General Fund	19,000,000	19,000,000
Net Income from Licensing fees to General Fund	5,072,793	6,003,016
Beer/Wine/Hard Cider Taxes to General Fund	5,617,357	5,868,257
Beer/Wine/Hard Cider Taxes to Special Revenue Fund	2,070,724	2,157,244
Carrier Tax to General Fund	12,881	11,561
Other Revenues to General Fund	57,776	50,250
Total to General Fund from ABCD	60,945,168	61,417,950
Total to Special Revenue Fund from ABCD	12,571,395	12,416,999

FINANCIAL HIGHLIGHTS

ALCOHOLIC BEVERAGE CONTROL DIVISION EXPENSES

Table 13

Operating Expenses	FY 2024	FY 2023
Personal Services	\$1,839,268	\$1,729,461
Indirect Administrative Costs	\$598,469	\$428,017
License Fee Costs	\$1,127,052	\$1,104,179
Contracted Services	\$89,191	\$217,144
Supplies and Materials	\$99,472	\$94,933
Communications	\$22,960	\$25,531
Rent	\$25,869	\$28,207
Travel	\$7,486	\$5,071
Utilities	\$48,777	\$57,981
Repairs Maintenance	\$45,189	\$45,950
Other Expenses	\$17,094	\$16,931
Depreciation	\$54,147	\$66,838
SBECP Interest	\$4,786	\$5,564
Kyocera Contract	\$2,049	-
Total Operating Expenses	\$3,981,809	\$3,825,807



2023 LEGISLATIVE CHANGES

During the 2023 Legislative Session, 46 bills were passed that impacted the alcoholic beverage industry. Listed below is a brief description of each bill.

- HB 5** Provides the department an additional \$15,515,750 to complete a warehouse expansion project.
- HB 31** Revises alcoholic beverage laws related to academic brewer licenses; allows a unit of the Montana University System or a Montana community college that is part of a community college district the ability to apply for an academic brewer license; defines a postsecondary institution.
- HB 43** Revises alcohol laws relating to the death or incapacity of a licensee or owner of a license; provides requirements for certain parties to notify the department; provides for department rulemaking authority.
- HB 48** Revises alcohol laws relating to storage depots; allows distilleries, wineries, and breweries to maintain and operate storage depots; requires licensees to pay a fee for each licensed storage depot location.
- HB 49** Revises laws relating to beer wholesaler and table wine distributor agreements; requires a wholesaler to notify a beer importer of the filing of an agreement with the department; requires a table wine distributor to notify the supplier of a filing of an agreement with the department.
- HB 50** Revises alcohol laws to remove an exception in 16-4-105 that no longer applies to restaurant beer and wine licenses.
- HB 68** Revises laws relating to the sale of beer and wine licenses; creates retail beer and wine licenses by combining retail beer licenses with wine amendments; eliminates wine amendments; revises annual fees; revises golf course beer and wine licenses.
- HB 69** Revises alcoholic beverage laws relating to agency stores; revises laws relating to table wine; eliminates the phasing out of commission rates; clarifies hours of operation; revises laws related to payment for sales.
- HB 70** Revises alcohol laws pertaining to the renewal of licenses; revises the renewal statute to include licensees already subject to the statute; revises laws relating to the nonrenewal of a license by the department; revises laws relating to payment of annual renewal fees.

2023 LEGISLATIVE CHANGES

- HB 71** Revises alcoholic beverage laws relating to the transfer of licenses; allows the department to grant temporary operating authority to an applicant; allows for the transfer of alcoholic beverage inventory with a bona fide sale if certain conditions have been met; provides that the temporary operating authority may not exceed 180 days; provides for eligibility requirements.
- HB 72** Revises alcoholic beverage laws relating to restaurant beer and wine licenses; eliminates restaurant beer and wine license ownership restrictions; eliminates redundant provisions relating to the transfer of ownership, revises the payment deadline of the licensing fee; clarifies the number of seating licenses that may be issued.
- HB 95** Generally revises alcoholic beverage laws; revises wholesaler laws; revises requirements by the Department of Revenue; removes references to malt liquors; revises laws relating to the conveyance of alcoholic beverages; revises laws relating to payment by retail licensees to brewers, beer importers, or wholesalers; updates language relating to refilling liquor bottles; revises laws relating to raffles or auctions; revises laws relating to referencing applicable federal laws; revises laws relating to shipments by common carriers; revises laws relating to table wine.
- HB 96** Revises alcoholic beverages laws relating to the examination of licensed premises; includes additional licensees in the examination process.
- HB 97** Generally revises alcoholic beverage laws; revises laws related to price reduction for quantity sales of liquor; revises alcohol licenses pertaining to golf courses; revises laws related to liquor store agents and table wine; revises definitions; provides rulemaking authority.
- HB 98** Revises airport alcoholic beverages licenses relating to premises suitability; revises requirements for airport alcohol licenses; requires safeguards.
- HB 120** Allows the Department of Revenue to allow alcoholic beverage manufacturer trade shows; allows alcoholic beverage manufacturers to showcase products at trade shows.
- HB 123** Prohibits the prospecting of certain retail alcoholic beverage licenses; requires 1 year of use prior to transferring a license; provides exceptions in the event of death or circumstances reasonably beyond the control of the licensee.
- HB 124** Revises the collection of taxes on beer, wine, and hard cider from monthly to quarterly.

2023 LEGISLATIVE CHANGES

- HB 127** Creates a combined beer wholesaler and table wine distributor license; eliminates separate beer wholesaler and table wine distributor licenses.
- HB 144** Revises alcohol license laws related to the competitive bidding process; allows the Department of Revenue to publish the availability of more than one license until the quota has been reached; revising requirements regarding the competitive bidding process.
- HB 145** Reduces the period for a moratorium when denied an alcohol license application.
- HB 155** Revises laws relating to certain ownership interest license transfers.
- HB 157** Revises laws relating to the Department of Revenue's operations and duties; revises the definition of "table wine"; clarifies language relating to the sale of liquor; revises laws relating to the preparation of alcohol; revises laws relating to withdrawal of liquor from the regular warehouse inventory.
- HB 160** Removes the restriction that a retail licenses may not display or permit to be displayed beer advertising on the exterior of buildings adjacent to the licensee's premises.
- HB 164** Allows beer and wine licensees to obtain a catering endorsement without having to be engaged primarily in the business of providing meals; provides that concessionaires may not sponsor catered events.
- HB 166** Eliminates specific examples of seasonal businesses; provides for a 1-year nonuse period if the licensee notifies the Department of Revenue.
- HB 242** Allows a person to be issued up to seven all-beverages licenses.
- HB 254** Clarifies that curbside pickup constitutes orders that are made in person, including through a drive-through window.
- HB 305** Allows a limited exception for licensed brewers, distillers, and wineries to hold retail licenses, allows a limited exception for retail licensees to hold a brewer, distiller, or winery license.
- HB 455** Removes the Department of Revenue's prohibition on approving gelatin cup alcoholic beverage products.
- HB 519** Authorizes the use of digital driver's licenses.

2023 LEGISLATIVE CHANGES

- HB 539** Allows an alcoholic beverage licensee to operate a guest ranch and serve alcohol at the premises; revises laws related to license lapse; revises laws relating to distillery hours of operation; allows licensed retailers to purchase beer and table wine from licensed in-state retailers and provides limitations.
- HB 578** Allows a licensee with a catering endorsement to sell liquor in original packaging for off-premises consumption during a liquor manufacturing industry-specific event sponsored by a licensed distiller; provides up to six special events per year.
- HB 579** Revises distillery laws to provide that licensed premises may include more than one building for manufacturing purposes pursuant to federal law; clarifies that a distillery that has more than one manufacturing location may not operate more than one sample room.
- HB 783** Revises alcohol special permit laws; allows a winery to sell alcohol that is fermented or blended by the winery for off-premises consumption; provides for up to 12 special permits per year.
- HB 867** Allows agency liquor stores to remain open on Sundays, Mondays, and legal holidays; provides that the operating hours are subject to restrictions; allows the state to recoup costs in physically recovering existing inventory for which it has a lien for late payments by the agency liquor store; allows credit purchases from agency liquor stores if payment is made within a certain amount of time.
- SB 20** Eliminates the penny tax; provides for deficiency assessments; provides procedures to compute alcoholic beverage taxes in the absence of statements; provides authority by the department to collect delinquent taxes; provides for refunds and interest; revises laws related to the filing of forms; provides for the filing of electronic forms and providing dates.
- SB 21** Adopts qualifications for location managers; revising fingerprint requirements to include location managers.
- SB 48** Repeals laws related to detachable beverage container openers.
- SB 59** Provides that public convenience and necessity considerations are limited to consideration of the alcoholic beverage; revises laws related to department requests for additional licensing information; revises laws related to table wine; revises laws relating to resort area licenses; revises laws relating to special permits.

2023 LEGISLATIVE CHANGES

- SB 63** Revises license terminology; revises laws relating to the manufacture of alcoholic beverages for personal use.
- SB 75** Allows out-of-state breweries to be registered in Montana; allows certain sales and shipping of beer; revises laws related to beer shipped by beer wholesalers; revises laws related to resort area all-beverage licenses; revises laws relating to suitable premises for retail licenses; revises laws relating to suitability of license applicants and license qualifications; adding new entity types that can be vetted for licensure.
- SB 107** Revises laws relating to civil liability for injuries involving alcohol consumption.
- SB 209** Requires sample room hours and consumptive hours to be the same for brewers and distillers. Increases the amount of liquor a distillery can sell per person for off-premises consumption to 4.5L per day.
- SB 264** Allows a licensee to lease an airport all-beverages license to up to three individuals or entities; establishes provisions for licensees; amends an airport's minimum total annual passengers to qualify for a license; eliminates curbside pickup for an airport all-beverages license.
- SB 312** Revises brewery laws to allow for collaboration beers; allows brewers to serve beer not brewed on the premises if made in collaboration with another Montana small brewery.
- SJ 30** Interim study of viticulture and wine distribution and licensing regulation.



ABCD STRUCTURE

ALCOHOLIC BEVERAGE CONTROL DIVISION

**OUTREACH
AND
EDUCATION
UNIT**

**COMPLIANCE
UNIT**

**LICENSING
BUREAU**

**LIQUOR
DISTRIBUTION
BUREAU**



OUTREACH & EDUCATION UNIT

TWO-PART MISSION

Provide the most up-to-date and comprehensive Responsible Alcohol Sales and Service (RASS) curriculum to the trainers who educate all sellers and servers of alcoholic beverages. Provide the citizens of Montana with information, education, and guidance relating to Montana's Alcoholic Beverage Code in Title 16 of the Montana Code Annotated (MCA), and the Administrative Rules of Montana (ARMs).

GOALS

- 1** Provide outreach to newly approved licensees.
- 2** Provide Alcohol Learning Sessions for ARMs on even years and Town Halls for MCAs on odd years.
- 3** Offer Outreach and Education Training.
- 4** Update RASS curriculum after every legislative session.
- 5** Compile comprehensive information to help business owners and their employees find success in compliance with the law(s), limit their liability, and maintain good relationships within their community.

OBJECTIVES

Keep licensees consistent with laws and rules that keep licensees in compliance.

Help interested parties understand laws and rules.

Give licensees contact information for questions.

Keep RASS curriculum consistent with laws, rules, and industry standards.

Be available for outreach and educational trainings.

COMMON VIOLATIONS

1. Sale to Underage
2. Improper use of Catering Endorsement
3. Failure to Provide Location Manager Agreement within 30 days of hire
4. Nonuse (unapproved and longer than 1 year time-period)
5. No Responsible Alcohol Server Training
6. Failure to Provide Renewal Fees and/or Application
7. Unapproved Alterations
8. Undisclosed Ownership
9. Not Paying Taxes Timely
10. Not Filing Application Forms Timely

OUTREACH & EDUCATION UNIT

The Outreach and Education unit is responsible for educating and informing servers, sellers, license holders, distributors, manufacturers, law enforcement, and the public on topics related to the responsible sales, service, and consumption of alcoholic beverages. This responsibility is accomplished through a variety of educational presentations and training materials.

"In-person Responsible Alcohol Sales and Service classes continue to outpace the on-line curriculum. The people who fail a compliance check who are certified received their certification from a non-State trainer over 90% of the time. We continue to see high demand for in-person training from certified state trainers"



-Kent Haab, Outreach & Education Specialist

"I am honored to continue to work for such great people, the citizens of Montana, to help them navigate the complex laws and rules to apply for licensure and run their businesses."

- Dacia English, Outreach & Education Coordinator

COMPLIANCE CHECKS

Table 14

	CY 2024 Jan 1 -June 11	CY 2023 Jan -Dec	CY 2022 Jan - Dec	CY 2021 Jan - Dec
Total Compliance Checks Completed	152	657	667	525
Failed*	37	147	120	106
Failures with no RASS training	8	58	50	46
Failures with RASS training	29	83	70	58
Passed	115	510	547	419
% Failed Compliance Checks	24%	24%	18%	20%
% Failed Using 3rd Party Online Training	90%	90%	91%	84%
% Failed Using In-Person YCM Curriculum	10%	10%	9%	16%

* Citations pending. Names were not provided; therefore, ABCD was not able to determine training status.

OUTREACH & EDUCATION UNIT

ACTIVE TRAINERS/PROGRAMS

Table 15

	CY 2024 Jan 1 - July 30	CY 2023 Jan - Dec	CY 2022 Jan - Dec	CY 2021 Jan - Dec
In-Person State Trainers	299	291	238	218
Online Training Programs	9	10	11	12
Totals	308	301	249	230

STUDENTS TRAINED

Table 16

	CY 2024 Jan - July 30	CY 2023 Jan - Dec	CY 2022 Jan - Dec	CY 2021 Jan - Dec
Instructor-led Classes	2219	6,454	5,525	4,455
Online Classes	6404	13,160	12,404	11,429
Totals	8623	19,614	17,929	15,884

ABCD VISITS & MAILINGS

Table 17

	CY 2024 Jan 1 - July 30	CY 2023 Jan - Dec	CY 2022 Jan - Dec
Licensees (In-Person Visits)	268	555	234
Compliance Failure (Sale to Underage) (In-Person Visits)	34	57	75
Compliance Check Passed Visits	18	498	159
Compliance Sessions (Violation Based) (In-Person Visits)	1	4	2
Other/Attorneys/Public/City-County Officials/ Town Halls (In-Person Visits)	4	24	32
Mailed to NEW Licensees (O&E Materials)	0	40	NA
Presentations	1	3	
Totals	326	683	343

OUTREACH & EDUCATION UNIT

ABCD ALCOHOL AWARENESS MONTH – APRIL 2024

April is National Alcohol Awareness Month, established by the National Council on Alcoholism and Drug Dependence in 1987. The national focus is centered on responsible alcohol use and substance abuse prevention.

The Alcoholic Beverage Control Outreach and Education unit used National Alcohol Awareness Month as an opportunity to work with industry partners to create resources, materials, and programs designed to help promote responsible consumption and educate the public on the division's role.

The 2024 Initiative was a month-long communications effort around the concept of having a safe night out. It consisted of six weekly central communications with supplemental materials for both industry employees and their customers.

Each week in April, ABCD sent out information designed to encourage safe and responsible alcohol choices, sales, and service.



In addition to best practices, tips, and strategies, the division offered posters highlighting the topic of the week. These full-color, print-ready posters were available on our "Printable" page on ResponsibilityMatters.MTRevenue.gov or could be ordered from the Alcohol Education Portal at abcd.mt.gov.

WEEKLY TOPICS:

March 25 April is Alcohol Awareness Month

April 1 Responsible Night Out

April 8 Responsibly Handling Tipsy Customers

April 15 Responsible Alcohol Establishment Best Practices

April 22 Responsible Carding – the ABCs of IDs

April 29 Alcohol Awareness Beyond April

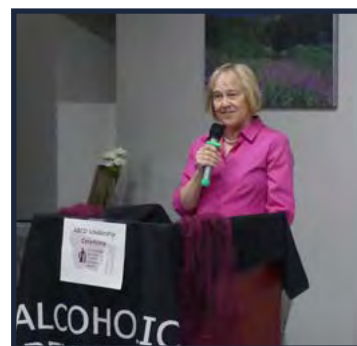
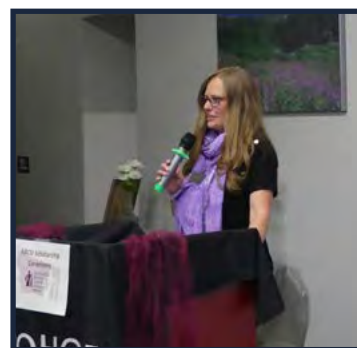
OUTREACH & EDUCATION UNIT

MONTANA DEPARTMENT OF REVENUE'S ALCOHOLIC BEVERAGE CONTROL DIVISION (ABCD) 2024 ALCOHOL RESPONSIBILITY MATTERS SCHOLARSHIP CEREMONY

APRIL 23, 2024, WITH KRISTEN JURAS AND BECKY SCHLAUCH

HELENA – Montana's Department of Revenue (DOR) Alcoholic Beverage Control Division (ABCD) is a member of the National Alcohol Beverage Control Association (NABCA) and received an alcohol education award from this organization. NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and ensure responsible and efficient systems for beverage alcohol distribution and sales.

ABCD awarded five, one-time, \$2,000 scholarships to Montana students who came up with the best designs for billboards dedicated to the question: What does "Alcohol Responsibility Matters" mean to you and your community? Submissions were based on the billboard designs as well as essays. This opportunity was for all Montana high school seniors who were willing to take the time to write a brief essay about what the message means to them and with some original design ideas for a billboard. To receive the scholarship, students must attend a Montana post-secondary school/apprentice program/certificate institute of higher learning after high school graduation (including students homeschooled). There were 59 qualified submissions received within the deadline.



The ceremony was held April 23rd at the Liquor Warehouse. Alcoholic Beverage Control Division Administrator Becky Schlauch and Lt. Governor Kristen Juras congratulated the students.



OUTREACH AND EDUCATION

Zoe Axtman, Manhattan, MT.
She attended Manhattan High School and will be attending Montana State University Billings.





BUCK THE TREND
ALCOHOL RESPONSIBILITY MATTERS

Zoe A., Manhattan, MT
Alcohol Responsibility Matters Scholarship Winner

April is Alcohol Awareness Month



ALCOHOLIC BEVERAGE CONTROL DIVISION MONTANA

ResponsibilityMatters.MTRevenue.gov

Billboard location: Livingston I-90 Eastbound

OUTREACH AND EDUCATION

Halle Fitzgerald,
Dillon, MT. She attended
Beaverhead County
High School and will
be attending Carroll
College (unable to
attend ceremony).





**Alcohol Responsibility Matters
ARE YOU ALL IN?**

Halle F., Dillon, MT Alcohol Responsibility Matters Scholarship Winner

April is Alcohol Awareness Month



**ALCOHOLIC
BEVERAGE
CONTROL
DIVISION
MONTANA**

ResponsibilityMatters.MTRevenue.gov

Billboard location: Deer Lodge I-90 Eastbound

"It was an amazing experience to provide scholarship opportunities for Montana high school/home-schooled seniors who were going to attend a Montana post-secondary school/apprentice program/certificate institute of higher learning. Our young leaders have remarkable talent."

-Lisa Clayborn, Outreach & Education Specialist

OUTREACH AND EDUCATION

Nicole Nau, Sunburst, MT.
She attended North Toole
County High School and will be
attending Carroll College.



A billboard graphic with a purple background. The top half features a photograph of a road stretching into the distance with mountains in the background. Overlaid on the road are large black footprints. The text 'They Follow in Your FOOTSTEPS' is written in white and green. Below the photograph, the text 'Alcohol Responsibility Matters' is written in white. At the bottom, the website 'ResponsibilityMatters.MTRevenue.gov' is written in yellow. To the right of the website are social media icons for Facebook, X, Instagram, and YouTube.

April is Alcohol Awareness Month

ALCOHOLIC BEVERAGE CONTROL DIVISION MONTANA

Nicole N., Sunburst, MT
Alcohol Responsibility Matters Scholarship Winner

ResponsibilityMatters.MTRevenue.gov    

Billboard location: Malta US2 Eastbound

OUTREACH AND EDUCATION

Stella Overstreet, Cut Bank, MT.
She attended Cut Bank High School and will be attending the University of Montana (unable to attend ceremony).



BIG SKY

BIG RESPONSIBILITY

YOUR FREEDOM

YOUR FAMILY

YOUR FRIENDS

YOUR SAFETY

Stella O., Cut Bank, MT
Alcohol Responsibility Matters Scholarship Winner



ALCOHOLIC
BEVERAGE
CONTROL
DIVISION
MONTANA

April is Alcohol Awareness Month

ResponsibilityMatters.MTRevenue.gov





Billboard location: Shelby US2 Westbound

OUTREACH AND EDUCATION

Cora Pruitt, Bozeman, MT.
She attended Gallatin High School and will be attending Montana State University Bozeman.



Cora P., Bozeman, MT Alcohol Responsibility Matters Scholarship Winner

April is Alcohol Awareness Month



**ALCOHOLIC
BEVERAGE
CONTROL
DIVISION**
MONTANA

ResponsibilityMatters.MTRevenue.gov

Billboard location: Forsyth I-94 Westbound

OUTREACH & EDUCATION UNIT

Billboards in high-traffic areas across Montana were used to promote the importance of responsible alcohol consumption. The billboards have a consistent theme centered on Montana with the tagline "Alcohol Responsibility Matters" and the ABCD-designed logo and the student's original artwork. ABCD hopes these provide community-centered messages that remind individuals 21 and over of the importance of being responsible when consuming alcohol. This supported the overall theme of ABCD Alcohol Responsibility Matters resources for licensees and the public for Alcohol Awareness Month in April.

Other billboard location: Helena Digital N. Montana Ave Northbound (All Designs Cycle Through)

For more information about the scholarship please go to the ABCD's webpage: <https://abcd.mt.gov> and click on ABCD Scholarship or contact the ABCD Outreach and Education Unit at dorabcd-o&e@mt.gov.



OUTREACH & EDUCATION UNIT

SERVE & SIP RESPONSIBLY CAMPAIGN, JUNE 2024

Serve & Sip Responsibly campaign extends alcohol awareness with a \$10,000 award from NABCA to small-town communities, providing patrons and licensees with resources for being responsible when serving and sipping alcoholic beverages and having a safe night. Two new posters were created and T-shirts are available for small events to order for licensees and special permit holders.



SERVE AND SIP RESPONSIBLY IN MONTANA

RESPONSIBLE SERVING

- Shift change updates
- NO drinks on the job
- NO drink stacking
- Standard "pour"
- Card under 30
- Track orders
- Offer food
- NO intoxic
- Training

RESPONSIBLE SIPPING

- Eat before drinking
- Know your limit
- Low ABV drinks
- Pace yourself
- Drink water
- Have a plan

SAFE NIGHT

- Safe rides
- Safe space
- House rules
- Best practices
- Employee support
- Partner with local law
- Know event schedules
- Follow local ordinances





Serve & Sip Responsibly in Montana

RESPONSIBLE SERVING

- Shift change updates
- NO drinks on the job
- NO drink stacking
- Standard "pour"
- Card under 30
- Track orders
- Offer food
- NO intoxic
- Training

SAFE NIGHT

- Follow local ordinances
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- Best practices
- House rules
- Safe space
- Safe rides

RESPONSIBLE SIPPING

- Eat before drinking
- Know your limit
- Low ABV drinks
- Pace yourself
- Drink water
- Have a plan





LICENSING BUREAU

The Licensing Bureau is charged with licensing and regulatory responsibilities for all entities intending to produce, import, distribute, and/or sell alcoholic beverages in Montana.

The bureau processes applications, renewals, transfers, and registrations, as applicable, for retail, wholesale, and manufacturing alcoholic beverage licenses and permits. The bureau is responsible for the compliance of licensees and permit holders, and for providing information and explanations regarding licensing activity or related law, rule, policy, and procedures.

Total Approximate Revenue for FY24

1,283

Total License Applications Processed

5,852

**Licenses,
Registrations
and Permits
during FY24**



LICENSING BUREAU GOALS

- License all eligible alcohol establishments effectively and efficiently
- Provide outstanding customer service to applicants and licensees



LICENSING BUREAU

A YEAR IN REVIEW

"The Licensing Bureau continues to strive for superior service to our licensees and applicants. The past year brought numerous changes to alcoholic beverage laws. The 68th Montana Legislature passed 46 bills that changed alcoholic beverage laws. This caused a historic impact to alcoholic beverage licensing. We worked diligently to implement these new laws by updating forms, procedures, and processes. Licensing specialists needed to quickly familiarize themselves with these numerous changes. They needed to do so quickly to be able explain to licensees and applicants the changes in easy-to-understand ways. The licensing bureau continues to be committed to improving internal processes to increase efficiency in application processing and responsiveness to customer inquiries."

- Moreen Swingley, Licensing Bureau Chief

TOTAL APPLICATIONS PROCESSED

Table 18

License Type	FY 2024 Applications Processed	FY 2024 Average Application Processing Time (Days)	FY 2023 Applications Processed	FY 2023 Average Application Processing Time (Days)
All-Beverage	178	50	207	68
Beer/Wine	81	73	75	59
RBW	47	46	55	58
Manufacturer	21	37	30	45
Distributor	12	29	17	25
Off-Premises	83	39	120	44
Total	422		504	

Issuance of a new license, transfer of ownership, change of location, etc.

LICENSING BUREAU

SCHEDULE OF LICENSES ISSUED

WHOLESALEERS AND DISTRIBUTORS

Table 19

Total	FY 2024	FY 2023	FY 2022
Total Wholesaler and Distributors	49	44	46

MANUFACTURERS

Table 20

Beer	FY 2024	FY 2023	FY 2022
Domestic Brewery	105	111	110
Domestic Brewery / Storage Depot	9	9	10
Foreign Brewery	137	128	125
Total Beer Manufacturers	251	248	245
Wine	FY 2024	FY 2023	FY 2022
Domestic Winery	29	28	30
Foreign Winery	1,596	1,581	1,537
Total Wine Manufacturers	1,625	1,609	1,567
Distilled Spirits	FY 2024	FY 2023	FY 2022
Total Distilled Spirits Manufacturers	32	30	32
Beer/Wine/Distilled Spirits	FY 2024	FY 2023	FY 2022
Total Manufacturers	1,908	1,887	1,841



LICENSING BUREAU

SCHEDULE OF LICENSES ISSUED

RETAIL OUTLETS

Table 21

All - Beverage	FY 2024	FY 2023	FY 2022
On Premise	1,598	1,592	1,581
Total Retail Outlets	1,598	1,592	1,581
Beer	FY 2024	FY 2023	FY 2022
On Premise	0*	35	43
Off Premise	45	45	55
Total Retail Outlets	45	80	98
Wine	FY 2024	FY 2023	FY 2022
Off Premise	7	6	7
Total Retail Outlets	7	6	7
Beer / Wine	FY 2024	FY 2023	FY 2022
On Premise	554*	479	508
Off Premise	869	856	836
Total Retail Outlets	1,423	1,335	1,344
RBW	FY 2024	FY 2023	FY 2022
On Premise	257	218	256
Total Retail Outlets	257	218	256
Total	FY 2024	FY 2023	FY 2022
On Premise	2,409	2,324	2,388
Off Premise	921	907	898
Total Retail Outlets	3,330	3,231	3,286

* 2023 Legislative change. Beer is now part of On Premise Beer/Wine.

OTHER

Table 22

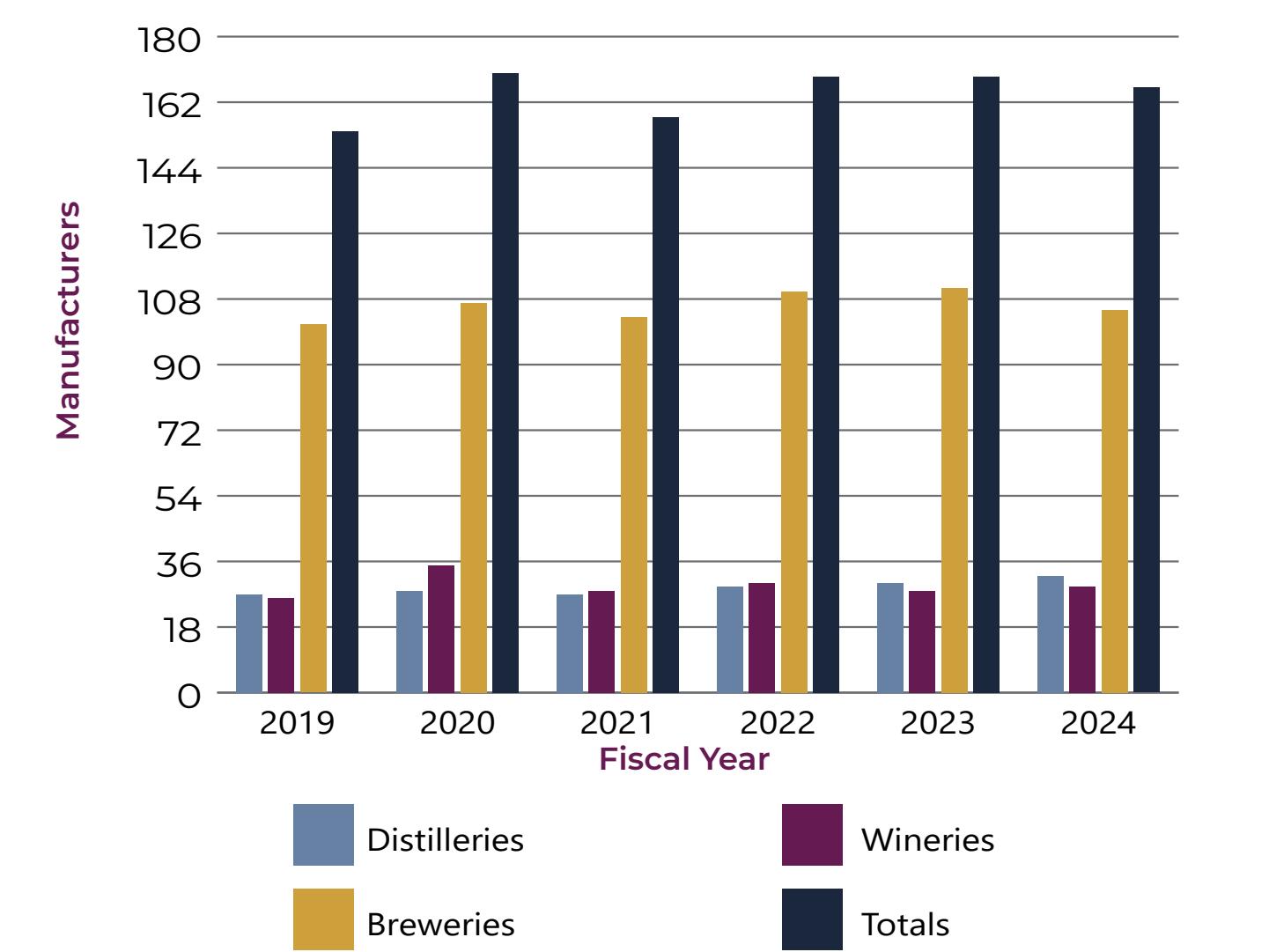
Other	FY 2024	FY 2023	FY 2022
Special Permits	568	493	489
Vendor Representative	179	159	141
Total Other	747	652	630

MANUFACTURERS IN MONTANA

6 YEAR HISTORY OF MANUFACTURERS

Table 23

Manufacturers	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019
Distilleries	32	30	29	27	28	27
Wineries	29	28	30	28	35	26
Breweries	105	111	110	103	107	101
Totals	166	169	169	158	170	154



BREWERIES IN MONTANA

ANACONDA

SMELTER CITY BREWING

BELGRADE

BAR 3 BBQ AND BREWING
MADISON RIVER BREWING CO

BELT

HARVEST MOON BREWING

BIG SKY

BEEHIVE BASIN BREWERY

BIG TIMBER

CRAZY PEAK BREWING COMPANY,
LLC

BIGFORK

FLATHEAD LAKE BREWING CO.
NIMBLE GOAT PUB & BREWERY

BILLINGS

ANGRY HANK'S MICROBREWERY
BAM BREWING
BILLINGS BREWING CO.
BILLINGS BREWING COMPANY, INC
CANYON CREEK BREWING
CARTERS BREWING
MEADOWLARK BREWING
THIRSTY STREET BREWING CO.
UBERBREW

BLACK EAGLE

BLACK EAGLE BREWERY INC

BONNER

KETTLEHOUSE BREWING CO., LLC

BOZEMAN

APRES BREWING
BOZEMAN BREWING CO INC.
BRIDGER BREWING CO.
DEAN'S ZESTY BEVERAGES
FREEFALL BREWERY
JULIUS LEHRKIND BREWING
LAST BEST PLACE BREWING CO.
MAP BREWING CO.
MONTANA STATE UNIVERSITY
MOUNTAINS WALKING BREWERY
NEW VENTURES BREWING
SHERIFF HENRY PLUMMERS OUT-
LAW BREWING
THE BUNKHOUSE BREWERY, LLC
SHRED MONK BREWING

BUTTE

BUTTE BREWING CO.
QUARRY BREWING

COLUMBIA FALLS

BACKSLOPE BREWING CO.

COLUMBUS

PALLADIUM BREWERY

CULBERTSON

BADLANDS BREWERY

CUT BANK

CUT BANK CREEK BREWING

DARBY

BANDIT BREWING CO, INC.

DILLON

BEAVERHEAD BREWING COMPANY

EAST HELENA

MISSOURI RIVER BREWING CO.

ENNIS

BURNT TREE BREWING

EUREKA

BRANDING IRON BREWING
KOOCANUSA BREWERY

FRENCHTOWN

OLD BULL BREWING

GLASGOW

BUSTED KNUCKLE BREWERY LLC

GLENDIVE

CROSS COUNTRY BREWING, LLC

GREAT FALLS

JEREMIAH JOHNSON BREWING CO.
MIGHTY MO BREWING CO.

HAMILTON

BITTER ROOT BREWING

HARLOWTON

GALLYS BREWING COMPANY

HAVRE

TRIPLE DOG BREWING CO.

HELENA

MT ASCENSION BREWING
BLACKFOOT RIVER BREWING CO.
COPPER FURROW BREWING
LEWIS AND CLARK BREWING CO.
SPEAKEASY 41
TEN MILE CREEK BREWING

KALISPELL

BIAS BREWING, LLC
PATRIOTIC AMERICAN BREWERY
SACRED WATERS BREWING CO.
SUNRIFT BEER CO.
THE BREWING ACADEMY AT FLAT-
HEAD VALLEY COMMUNITY COL-
LEGE

LAKE SIDE

TAMARACK BREWING CO.

LEWISTOWN

BIG SPRING BREWING

LIBBY

CABINET MOUNTAIN BREWING CO.

LIVINGSTON

GEYSER FARM
KATABATIC BREWING CO.
NEPTUNE'S BREWERY

LOLO

LOLO PEAK BREWING CO.

MALTA

BLUE RIDGE BREWING

MANHATTAN

406 BREWING CO.

MILES CITY

OTIUM BREWING
TILT WORKS BREWING

BREWERIES IN MONTANA

MISSOULA

BAYERN BREWING
BIG SKY BREWING COMPANY
CONFLUX BREWING CO.
CRANKY SAM BREWING
CYMATIC FERMENTATION PROJECT
DRAUGHT WORKS
GILD BREWING
GREAT BURN BREWING
IMAGINE NATION BREWING CO., LLC
MISSOULA BREWING CO./ HIGH-
LANDER BEER
ODDPITCH BREWING

PHILIPSBURG

PHILIPSBURG BREWING COMPANY
(2 LOCATIONS)

POLSON

GLACIER BREWING COMPANY

RED LODGE

RED LODGE ALES BREWING COM-
PANY

RONAN

RONAN COOPERATIVE BREWERY

SCOBEE

PPB2, LLC

SHERIDAN

RUBRU

SIDNEY

MEADOWLARK BREWING

STEVENSVILLE

BLACKSMITH BREWING COMPANY
WILDWOOD BREWING CO

THOMPSON FALLS

LIMBERLOST BREWING COMPANY,
LLC

THREE FORKS

SAWDUST AND STEEL BREWING
BRIDGER BREWING COMPANY

TOWNSEND

CANYON FERRY BREWING

WHITE SULFUR SPRINGS

2 BASSET BREWERY

WHITEFISH

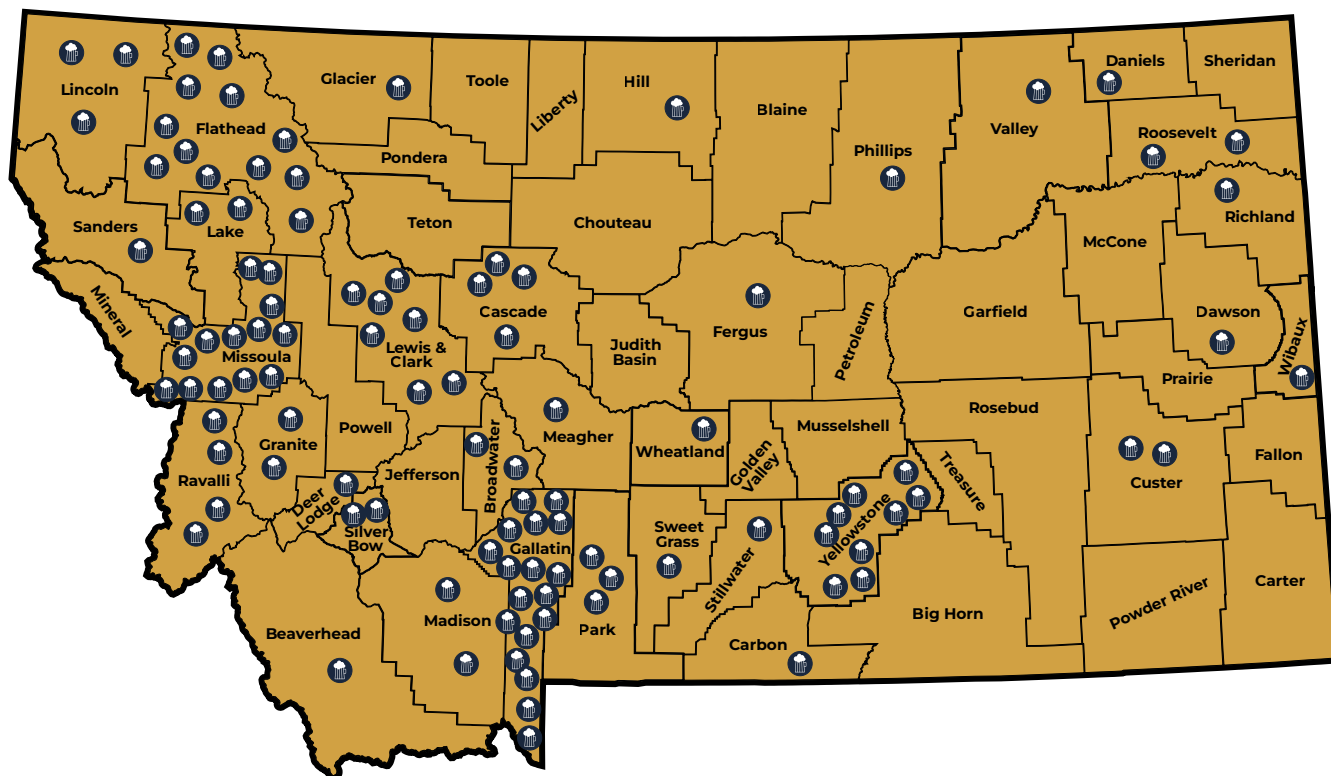
BONSAI BREWING PROJECT
JEREMIAH JOHNSON BREWING

WIBAUX

BEAVER CREEK BREWERY

WOLF POINT

MISSOURI BREAKS BREWING



DISTILLERIES IN MONTANA

BELGRADE

BLACKPOT DISTILLERY

BIGFORK

WHISTLING ANDY INC

BILLINGS

ASYLUM DISTILLERY INC
MEADOWLARK SPIRITS
TRAILHEAD SPIRITS
UNDAMMED SPIRITS

BOZEMAN

BOZEMAN SPIRITS DISTILLERY
DRY HILLS DISTILLERY
WILDRYE DISTILLING

BUTTE

HEADFRAME SPIRITS INC
MOUNTAIN CONSOLIDATED PACKAGING

CORAM

GLACIER DISTILLING COMPANY

ENNIS

WILLIE'S DISTILLERY INC

EUREKA

STAHL PEAK

FLORENCE

FIREROOT DISTILLERY

HAMILTON

WESTSLOPE DISTILLERY

HAVRE

CRAWFORD DISTILLERY

HELENA

BADLANDER SPIRITS
GULCH DISTILLERS

KALISPELL

WHITEFISH HANDCRAFTED SPIRITS
PORTAL SPIRITS

LOLO

LOLO CREEK DISTILLERY

MISSOULA

MONTANA WHISKEY COMPANY
MONTGOMERY DISTILLERY
RATTLESNAKE CREEK DISTILLERS

POTOMAC

STEEL TOE DISTILLERY

POWER

FARM POWER

STEVENSVILLE

THE MONTANA DISTILLERY - 1889

TOWNSEND

LAKESIDE DISTILLERY

TROY

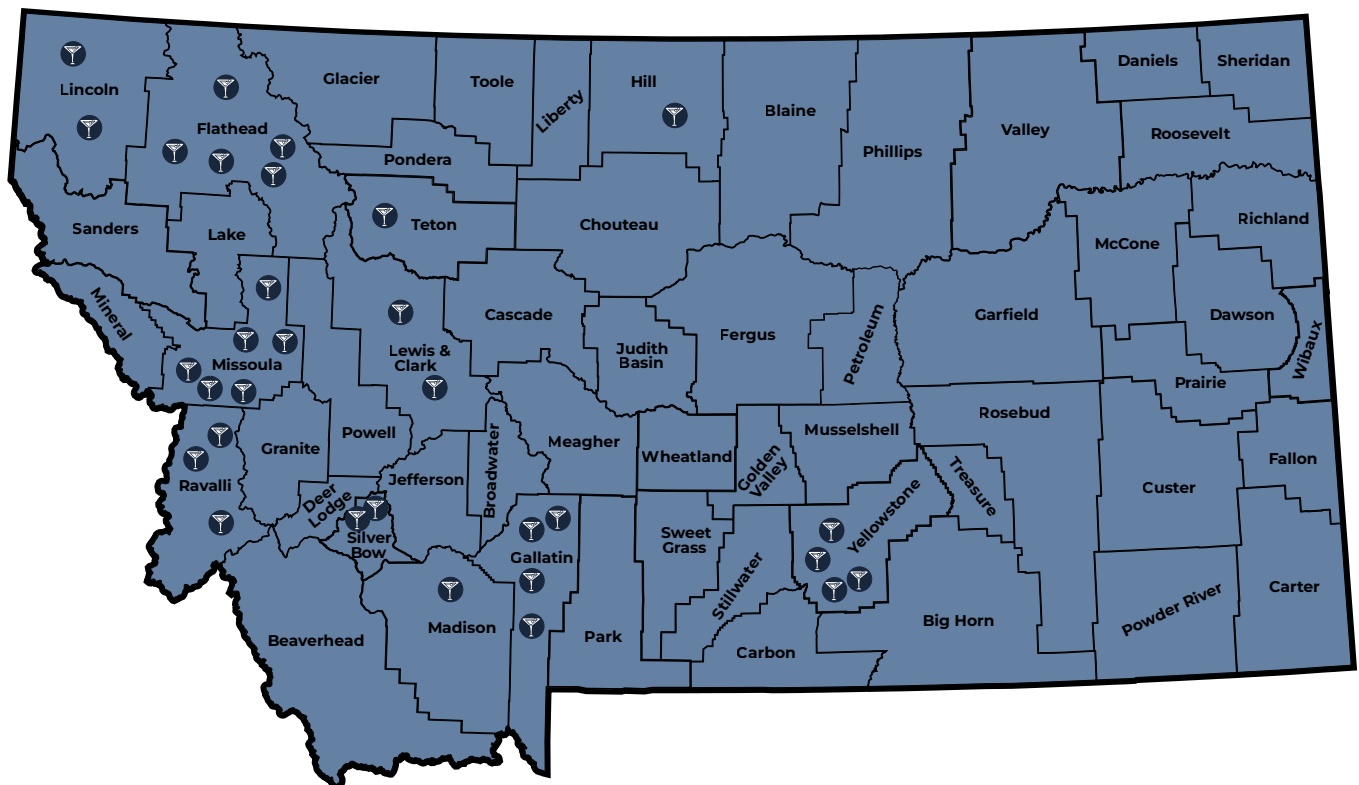
PINK BENCH DISTILLING

WHITEFISH

SPOTTED BEAR SPIRITS

WINSTON

STONEHOUSE DISTILLERY



WINERIES IN MONTANA

BIGFORK

BOWMAN ORCHARDS

BILLINGS

LAST CHANCE CIDER MILL
YELLOWSTONE CELLARS & WINERY

BOZEMAN

BLEND A BOZEMAN WINERY
LOCKHORN HARD CIDERS
MAVENS MARKET
VALHALLA MEADERY
WALLACE BEVERAGE WORKS

COLUMBIA FALLS

WHITE RAVEN WINERY

COLUMBUS

BEARDED VIKING MEAD CO

CONNER

MONTANA CIDERWORKS

CORVALLIS

WILLOW MOUNTAIN WINERY

DIXON

WATCHDOG WINERY LLC

HAMILTON

BACK ROAD CIDER
BLODGETT CANYON CELLARS LLC
SHED HORN

KALISPELL

BIG MOUNTAIN CIDERWORKS
MONTAVINO WINERY
WATERS EDGE WINERY & BISTRO

MILES CITY

TONGUE RIVER VINEYARD & WINERY

MISSOULA

TEN SPOON VINEYARD

WESTERN CIDER COMPANY

POLSON

D. BERARDINIS WINERY
FLATHEAD LAKE WINERY INC
GRINDE BAY WINERY

THREE FORKS

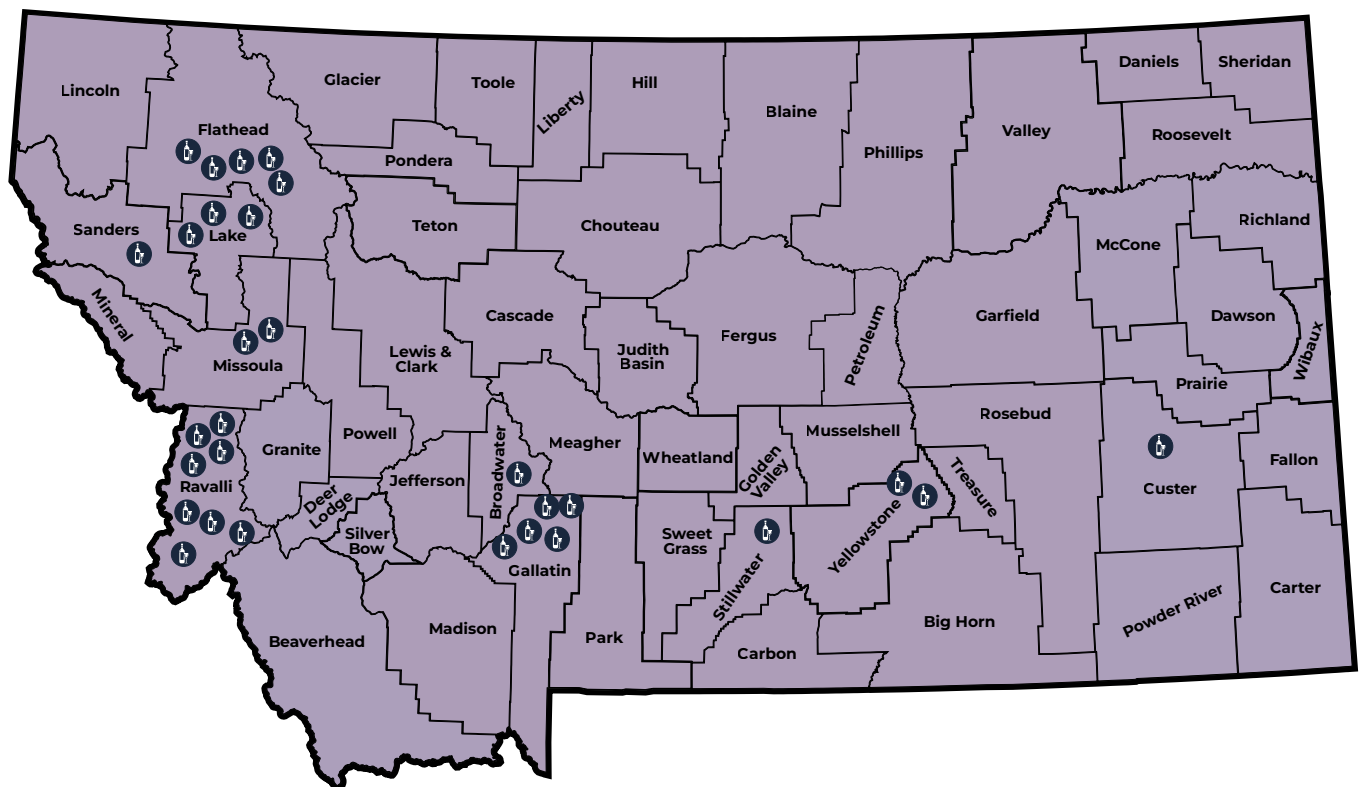
MONARCH FARM WINERY

VICTOR

HIDDEN LEGEND WINERY
ARCADIAN

WHITEFISH

UNLEASHED: A WINERY



LIQUOR DISTRIBUTION BUREAU

The Liquor Distribution Bureau manages state wholesale liquor.



Customer Service



Warehouse Shipping and Receiving



Accounts Receivable and Payable



Inventory Management



Liquor Order Processing



Agency Contract Management

The state maintains agency franchise contracts and supplies liquor to 95 private agency liquor stores. These agency liquor stores are retailers of liquor and fortified wine; sell to the public for off-premise consumption and to Montana's almost 1,600 all-beverage licensees.

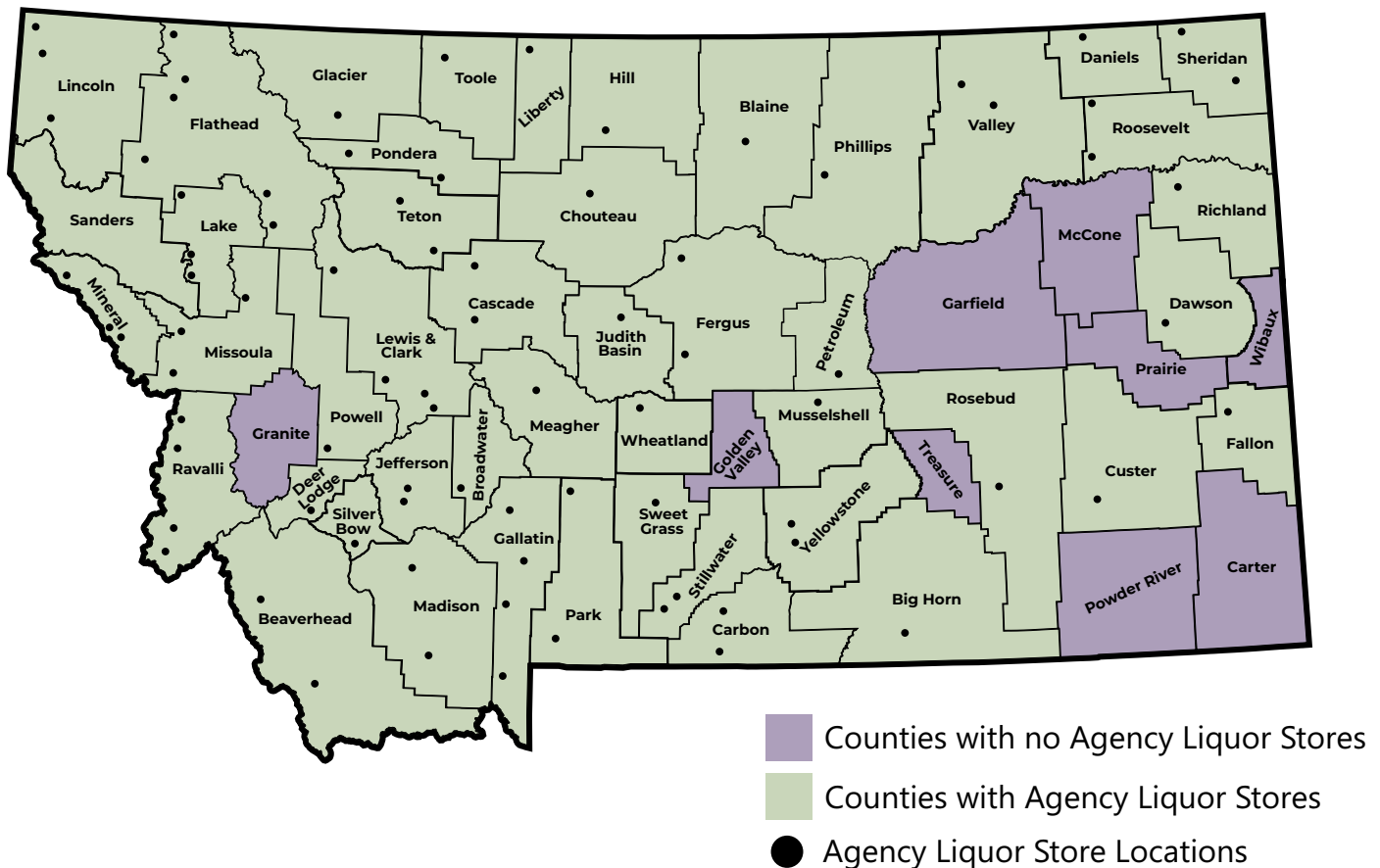
The State Liquor Warehouse holds bailed and/or state-owned inventories for approximately 1,300 regular list products and more than 4,700 special order products.

"For the fourth consecutive fiscal year, more than a million cases were shipped from the state liquor warehouse, equating to more than \$211.7 million in gross liquor sales. As the demand for liquor products continues to grow, the anticipated completion of our warehouse expansion project in June 2025 becomes even more important. This project will help enable the department to successfully meet the demand of liquor products for several years down the road."

- Jay Gaughan, Distribution Bureau Chief

LIQUOR DISTRIBUTION BUREAU

AGENCY LIQUOR STORES



NUMBER OF AGENCY LIQUOR STORES IN A COMMUNITY

The number of agency liquor stores located in a community varies with the population in a community. For example:

- One agency liquor store for population 0 - 12,000
- Two agency liquor stores for population 12,001 - 52,000
- Three agency liquor stores for population 52,001 - 92,000
- Four agency liquor stores for population 92,001 - 132,000
- Five agency liquor stores for population 132,001 - 172,000
- One additional agency liquor store for each additional 40,000 population above 172,000

LIQUOR DISTRIBUTION BUREAU

DISTILLED SPIRIT PRICING STRUCTURE



WHAT'S IN THE PRICE OF LIQUOR?

This example represents a liquor product with a posted price of \$20.00 per bottle for a 6 unit case.

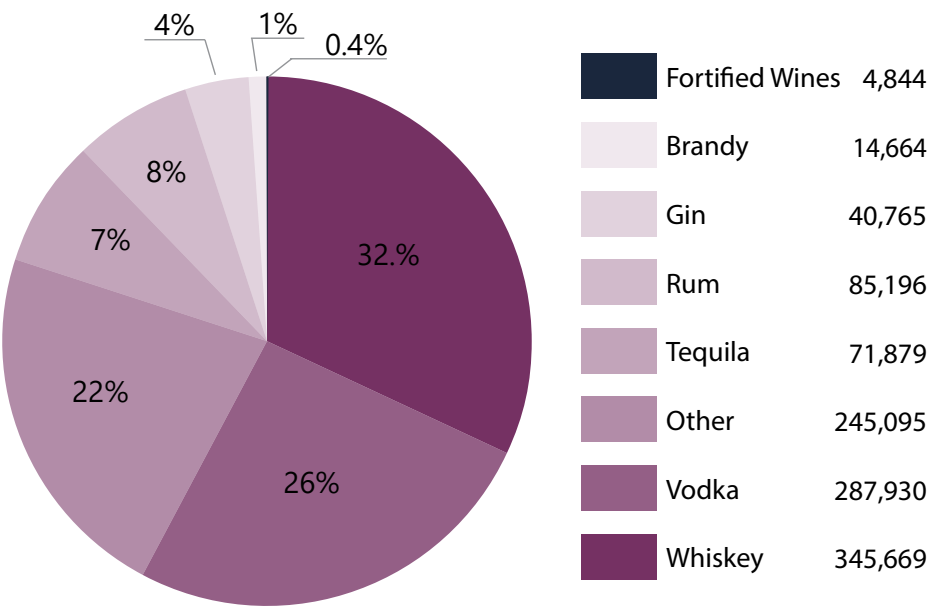


- ➔ **License Tax** - \$1.59 - 10%
- ➔ **Excise Tax** - \$2.54 - 16%
- ➔ **Markup** - \$4.57 - 40.5%
- ➔ **Cost to Deliver** - \$0.38
- ➔ **DOR Purchase Price** - \$10.92

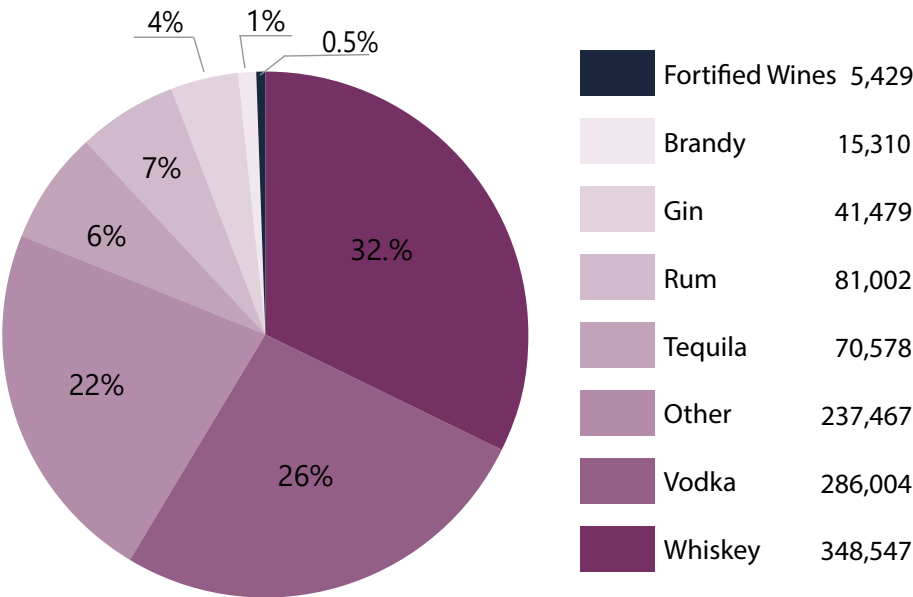
LIQUOR DISTRIBUTION BUREAU

CASE SALES BY CLASS

CASE SALES FISCAL YEAR 2024



CASE SALES FISCAL YEAR 2023



LIQUOR DISTRIBUTION BUREAU

TOP 10 LIQUOR PRODUCT SALES FISCAL YEAR 2024



1



2



3



4



5



6



7



8



9



10

LIQUOR DISTRIBUTION BUREAU

CASES SHIPPED

Table 24

Month	FY 2024	FY 2023	FY 2022	FY 2021	FY 2020
July	102,712	93,118	99,125	97,916	85,666
August	109,457	104,988	97,888	88,856	80,980
September	84,499	85,363	88,013	90,087	68,869
October	95,449	87,391	83,688	89,201	79,984
November	89,307	95,226	93,076	82,628	72,181
December	98,978	104,453	106,253	116,747	93,190
January	70,894	68,863	70,214	57,185	59,087
February	81,615	78,188	89,446	75,966	67,220
March	77,438	87,836	94,813	97,467	82,630
April	87,608	77,530	82,286	79,194	65,960
May	93,998	97,106	81,679	87,804	79,289
June	104,087	104,754	99,212	106,665	100,483
Total	1,096,042	1,085,816	1,095,693	1,069,716	935,539

BY FISCAL YEAR

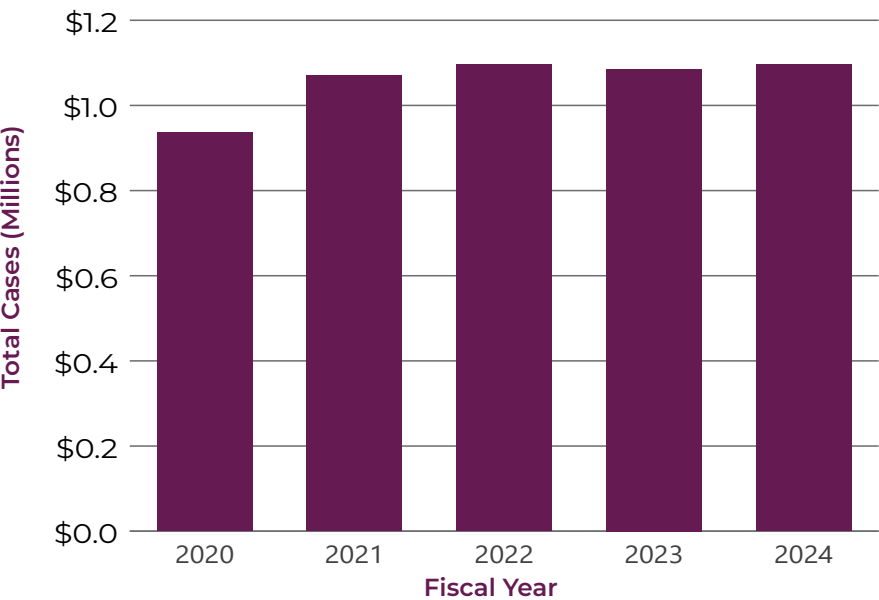


Table 25

Fiscal Year	Total Cases
FY 2020	935,539
FY 2021	1,069,716
FY 2022	1,095,693
FY 2023	1,085,816
FY 2024	1,096,042

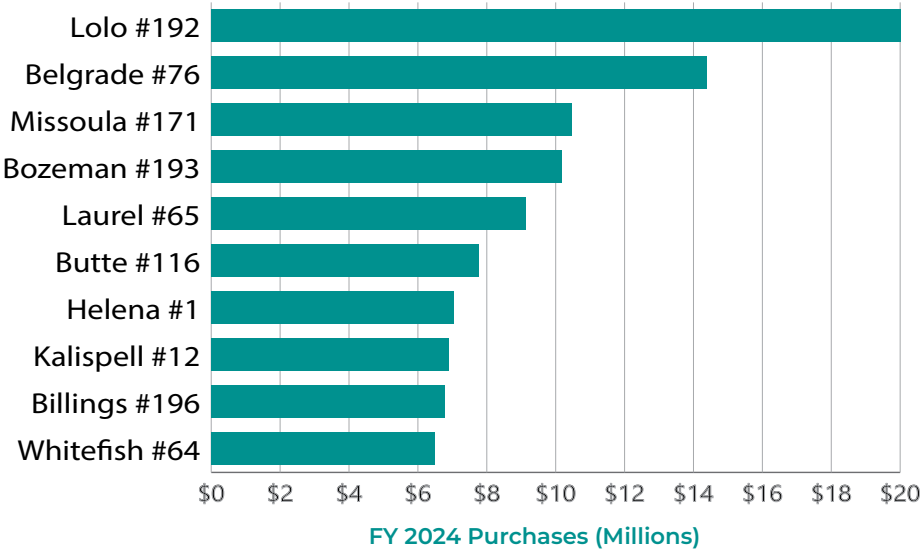
LIQUOR DISTRIBUTION BUREAU

COMPARATIVE REPORT OF SALES TO TOP TEN AGENCY STORES

FISCAL YEAR 2024

Table 26

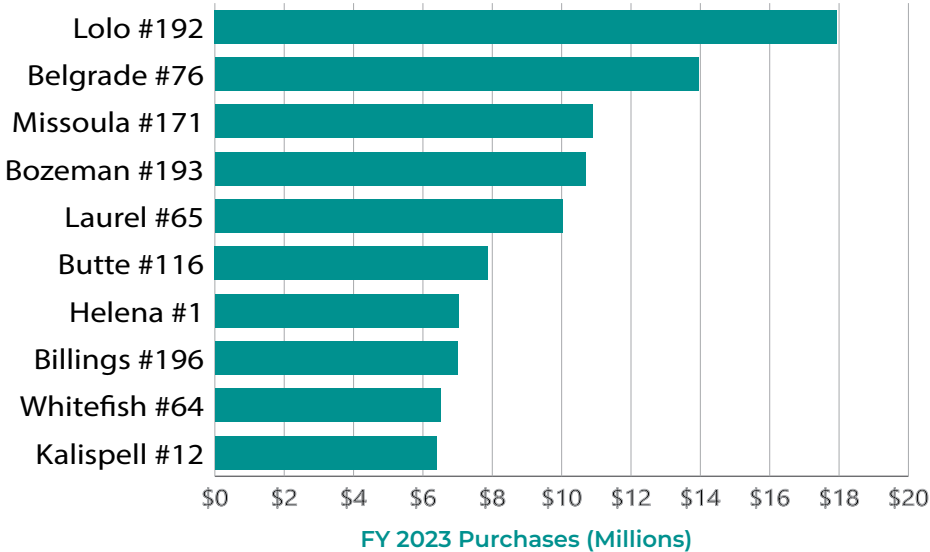
Agency Stores	Purchases
Lolo #192	\$20,003,384
Belgrade #76	\$14,369,857
Missoula #171	\$10,452,227
Bozeman #193	\$10,169,543
Laurel #65	\$9,133,884
Butte #116	\$7,764,873
Helena #1	\$7,026,579
Kalispell #12	\$6,892,326
Billings #196	\$6,771,128
Whitefish #64	\$6,490,043



FISCAL YEAR 2023

Table 27

Agency Stores	Purchases
Lolo #192	\$17,942,230
Belgrade #76	\$13,950,713
Missoula #171	\$10,880,757
Bozeman #193	\$10,681,673
Laurel #65	\$10,026,866
Butte #116	\$7,879,823
Helena #1	\$7,035,645
Billings #196	\$6,992,996
Whitefish #64	\$6,510,071
Kalispell #12	\$6,392,465



COMPARATIVE REPORTS OF SALES TO AGENCY STORES

Table 28

Store name	FY 2024 Sales in \$	FY 2024 Volume	FY 2023 Sales in \$	FY 2023 Volume
Lolo #192	\$20,003,384	1	\$17,942,230	1
Belgrade #76	\$14,369,857	2	\$13,950,714	2
Missoula #171	\$10,452,227	3	\$10,880,758	3
Bozeman #193	\$10,169,543	4	\$10,681,673	4
Laurel #65	\$9,133,884	5	\$10,026,866	5
Butte #116	\$7,764,873	6	\$7,879,824	6
Helena #1	\$7,026,579	7	\$7,035,646	7
Kalispell #12	\$6,892,326	8	\$6,392,466	10
Billings #196	\$6,771,128	9	\$6,992,996	8
Whitefish #64	\$6,490,043	10	\$6,510,072	9
Billings #3	\$5,748,987	11	\$5,972,600	11
Missoula #170	\$5,461,050	12	\$5,521,901	12
Livingston #8	\$5,105,565	13	\$4,842,018	15
Great Falls #139	\$4,925,735	14	\$4,966,363	13
Big Sky #190	\$4,668,325	15	\$4,858,021	14
Evergreen #67	\$4,148,306	16	\$3,979,403	16
Columbia Falls #73	\$4,043,515	17	\$3,857,365	17
Great Falls #140	\$3,927,297	18	\$3,667,760	18
Helena #5	\$3,620,709	19	\$3,149,873	21
Kalispell #195	\$3,365,893	20	\$3,328,839	19
Hamilton #18	\$3,318,230	21	\$2,950,664	22
Bigfork #179	\$3,282,850	22	\$3,324,083	20
Polson #54	\$2,753,536	23	\$2,707,805	23
East Helena #83	\$2,666,737	24	\$2,677,768	24
Miles City #13	\$2,509,341	25	\$2,016,396	26
Havre #26	\$2,081,238	26	\$2,062,293	25
Bozeman #9	\$2,039,188	27	\$1,314,800	36
Cut Bank #45	\$2,017,843	28	\$1,909,711	29
Anaconda #14	\$1,925,520	29	\$1,918,628	28
Butte #2	\$1,859,201	30	\$1,940,095	27

COMPARATIVE REPORTS OF SALES TO AGENCY STORES

Table 28 continues

Store name	FY 2024 Sales in \$	FY 2024 Volume	FY 2023 Sales in \$	FY 2023 Volume
Glendive #21	\$1,655,212	31	\$1,574,371	31
Baker #42	\$1,609,897	32	\$1,439,273	34
Lewistown #15	\$1,541,720	33	\$1,461,521	33
Billings #4	\$1,452,627	34	\$1,631,965	30
Red Lodge #27	\$1,445,908	35	\$1,564,449	32
Dillon #32	\$1,431,636	36	\$1,433,956	35
Stevensville #115	\$1,252,701	37	\$1,310,540	37
Absarokee #167	\$1,212,986	38	\$1,130,212	41
Eureka #69	\$1,196,410	39	\$1,177,134	40
Ennis #60	\$1,191,296	40	\$1,222,134	39
Victor #172	\$1,184,373	41	\$1,240,828	38
Sidney #50	\$1,172,470	42	\$1,077,351	42
Glasgow #24	\$1,133,354	43	\$1,073,775	43
Libby #6	\$1,077,994	44	\$994,040	45
Fort Benton #31	\$1,066,217	45	\$1,069,631	44
West Yellowstone #59	\$1,040,754	46	\$883,061	48
Hungry Horse #62	\$1,021,843	47	\$943,350	46
Superior #30	\$972,950	48	\$757,964	53
Thompson Falls #7	\$905,094	49	\$807,373	50
Wolf Point #52	\$876,452	50	\$900,419	47
Malta #22	\$874,657	51	\$866,675	49
Bridger #91	\$860,754	52	\$764,899	51
Columbus #16	\$834,763	53	\$760,807	52
Roundup #44	\$766,164	54	\$634,352	61
Gardiner #58	\$740,323	55	\$638,392	60
Ronan #101	\$738,767	56	\$742,789	55
Great Falls #141	\$734,914	57	\$696,713	59
Townsend #49	\$728,083	58	\$709,110	58
Deer Lodge #11	\$701,136	59	\$743,694	54
Seeley Lake #122	\$672,977	60	\$725,299	56

COMPARATIVE REPORTS OF SALES TO AGENCY STORES

Table 28 continues

Store name	FY 2024 Sales in \$	FY 2024 Volume	FY 2023 Sales in \$	FY 2023 Volume
Conrad #33	\$640,568	61	\$517,624	66
Medicine Lake #90	\$610,790	62	\$607,033	63
Darby #85	\$570,728	63	\$626,232	62
Big Timber #17	\$546,764	64	\$548,334	64
Lincoln #112	\$513,175	65	\$484,125	69
Plains #108	\$509,183	66	\$721,314	57
Troy #70	\$498,179	67	\$441,460	71
Sheridan #105	\$461,847	68	\$425,067	72
Forsyth #23	\$443,920	69	\$398,574	75
Hot Springs #61	\$442,793	70	\$453,298	70
White Sulphur Springs #36	\$442,259	71	\$423,019	73
Hardin #37	\$435,331	72	\$528,754	65
St Regis #185	\$416,660	73	\$511,869	67
Plentywood #53	\$415,961	74	\$393,445	77
Harlowton #38	\$399,940	75	\$364,043	78
Choteau #34	\$396,813	76	\$393,932	76
Whitehall #104	\$373,821	77	\$414,068	74
Wilsall #117	\$344,242	78	\$341,528	79
Poplar #100	\$295,588	79	\$256,119	81
Shelby #29	\$266,350	80	\$507,162	68
Boulder #56	\$265,322	81	\$93,856	91
St Ignatius #74	\$258,456	82	\$271,382	80
Alberton #138	\$226,417	83	\$207,916	82
Chinook #28	\$207,907	84	\$204,069	83
Scobey #51	\$167,931	85	\$149,483	85
Twin Bridges #77	\$156,796	86	\$152,914	84
Augusta #81	\$154,301	87	\$126,482	87
Stanford #43	\$151,261	88	\$144,127	86
Fairfield #130	\$112,497	89	\$94,697	89
Valier #78	\$86,556	90	\$91,357	92

COMPARATIVE REPORTS OF SALES TO AGENCY STORES

Table 28 continues

Store name	FY 2024 Sales in \$	FY 2024 Volume	FY 2023 Sales in \$	FY 2023 Volume
Lima #82	\$70,686	91	\$96,582	88
Winifred #160	\$68,680	92	\$94,179	90
Chester #35	\$66,654	93	\$59,048	93
Nashua #95	\$51,533	94	\$47,348	94
Winnett #39	\$29,656	95	\$33,467	95
Total	\$211,736,902		\$207,459,607	



LIQUOR SALES TO AGENCY STORES BY COUNTY

Table 29

County	Number of Stores	Gross Sales to Agent	Percent of Sales
Beaverhead	2	1,502,321	0.71%
Big Horn	1	435,331	0.21%
Blaine	1	207,907	0.10%
Broadwater	1	728,083	0.34%
Carbon	2	2,306,662	1.09%
Cascade	3	9,587,946	4.53%
Choteau	1	1,066,217	0.50%
Custer	1	2,509,341	1.19%
Daniels	1	167,931	0.08%
Dawson	1	1,655,212	0.78%
Deer Lodge	1	1,925,520	0.91%
Fallon	1	1,609,897	0.76%
Fergus	2	1,610,399	0.76%
Flathead	7	29,244,775	13.81%
Gallatin	5	32,287,667	15.25%
Glacier	1	2,017,843	0.95%
Hill	1	2,081,238	0.98%
Jefferson	2	639,143	0.30%
Judith Basin	1	151,261	0.07%
Lake	3	3,750,759	1.77%
Lewis and Clark	5	13,981,500	6.60%
Liberty	1	66,654	0.03%
Lincoln	3	2,772,584	1.31%
Madison	3	1,809,939	0.85%
Meagher	1	442,259	0.21%
Mineral	3	1,616,026	0.76%
Missoula	4	36,589,639	17.28%
Musselshell	1	766,164	0.36%
Park	3	6,190,130	2.92%
Petroleum	1	29,656	0.01%

LIQUOR SALES TO AGENCY STORE BY COUNTY

Table 29 continues

County	Number of Stores	Gross Sales to Agent	Percent of Sales
Phillips	1	874,657	0.41%
Pondera	2	727,125	0.34%
Powell	1	701,136	0.33%
Ravalli	4	6,326,033	2.99%
Richland	1	1,172,470	0.55%
Roosevelt	2	1,172,040	0.55%
Rosebud	1	443,920	0.21%
Sanders	3	1,857,070	0.88%
Sheridan	2	1,026,750	0.48%
Silver Bow	2	9,624,074	4.55%
Stillwater	2	2,047,749	0.97%
Sweetgrass	1	546,764	0.26%
Teton	2	509,310	0.24%
Toole	1	266,350	0.13%
Valley	2	1,184,887	0.56%
Wheatland	1	399,939	0.19%
Yellowstone	4	23,106,625	10.91%
Total	95	211,736,903	100.00%



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